

DESTINATION BRAND 21

THE THEME COMPETENCE OF TOURIST DESTINATIONS

SOURCE MARKET GERMANY

Report for the tourist destination Die nordspanische Region Navarra

► **Note:** Queried designation of Navarre for German respondents = "Die nordspanische Region Navarra"

Customer-oriented study of the theme competence of tourist destinations
total 17,000 respondents | population representative study | 171 individual destinations

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*German Institute for Tourism Research
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Leading University Institute in Tourism in Germany

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Ipsos GmbH, Hamburg

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1. General overview of the study series Destination Brand

The following overview is an excerpt from a detailed, scientifically founded presentation of the Destination Brand study series by the authors Prof. Dr. Bernd Eisenstein, Alexander Koch, Dr. Petra Trimborn and Sylvia Müller. It appeared in the edited volumes on market research for destinations published by Prof. Dr. Bernd Eisenstein in 2017 (for more information see chapter 9.4 in the appendix).

The Destination Brand study series has provided information on the perception of more than 130 destinations in every year since 2009. As branding gained in importance in strategic management of tourist destinations, there was an increasing demand for empirical data that supports competitive strategies of tourist destinations. As a touristic market research instrument, the study series provides a **unique contribution to the comparative summary of the demand-side perceptions of destination brands**. The study series consists of three separate, thematic modules, which each highlight a specific focus of the destination brands as individual studies.

The theoretical starting point and conceptual basis of the study series is the **concept of identity-based brand management**. The concept of identity-based brand management (see the following figure) considers both the brand's internal self-reflection from the supplier's perspective (brand identity) and the external brand perception from the perspective of the demand (brand image).¹ So far, the Destination Brand study series focuses primarily on the perception of tourist destination brands from the perspective of the demand.

The professional management of a destination brand requires **knowledge of the demand-side perceptions of the brand**. Today, it is almost impossible to introduce and further develop a competitive destination brand without having empirical information on the brand image² of the destination.

The basic requirement for the generation of a brand name's impact is that the brand has a (target group-specific) level of awareness. In other words, it has reached the consciousness of potential customers (brand awareness, see following figure). This is where the first of the three Destination Brand studies comes in: it measures the **awareness of destination brands** in the context of the four dimensional brand funnel analysis.

The second and third studies in the series are aimed at determining the **benefit dimensions of the destination brands**: the key to successful brand building, as defined by the achievement of a dominant position in the consumer's psyche and differentiation from its competitors, is the formulation of a value proposition by which the brand³ is positioned on the market.⁴ In the course of this positioning, it is important to consolidate the brand identity into a bundle of benefits that clearly focuses on a few consumer-related and purchase-relevant benefit dimensions, taking into account both the functional and the emotional-symbolic benefit dimensions. This also applies to destination brands: The image of the destination brand is created from the associated benefits that are connected by the potential guests with the respective destination.⁵

Since 2009 annually:
Information about the
perception of more than
130 destination brands

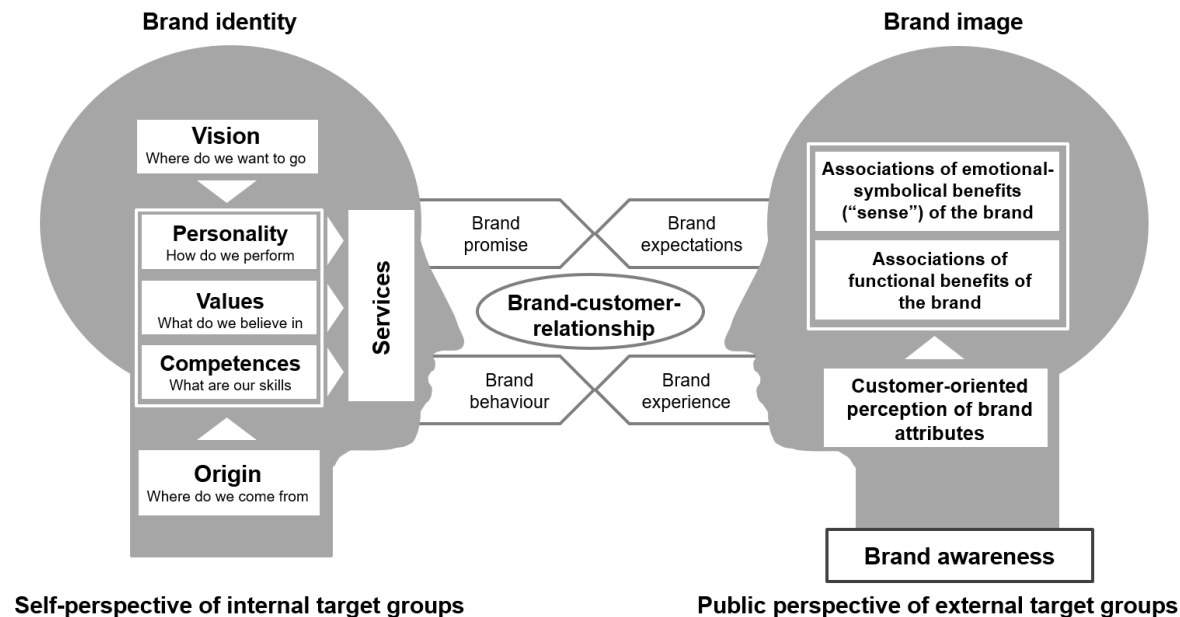
Theoretical starting point:
concept of identity-based
brand management

1st study:
Brand awareness |
four dimensional brand funnel

1. General overview of the study series Destination Brand

The **functional benefit dimensions** of destination brands are the subject of the second part of the Destination Brand study series, in which the **theme competences attributed** to each destination brand are measured.

The third part of the Destination Brand study series focuses on the **emotional-symbolic benefit dimension** of the destination brands. The study measures the **attributes and characteristics** ascribed to the destinations by the demand side. The importance of the emotional-symbolic benefit dimension has increased significantly in recent times: the convergence of products and services observable in the competition between destinations – as in many industries – manifests itself in particular through the constant convergence of the functional benefit dimension. This goes hand in hand with the decreasing possibilities for differentiation between destination brands – based on the functional benefit dimension. Instead, the emotional-symbolic field achieves priority importance for the differentiation, with the consequence that brands need to be additionally emotionalized in an identity-specific way⁶.








2nd study:
Theme competence

3rd study:
Attributes and characteristics

Concept of identity-based
brand management

Source: adapted from Burmann, Halaszovich
and Hemmann (2012), p. 74.






1. General overview of the study series Destination Brand – Brand value study

Aim		– Customer-oriented evaluation of the brand value of tourist destinations				
Research focus		<ul style="list-style-type: none"> – Awareness (supported and unsupported) – Likeability – Willingness to visit for future short trips and longer holiday trips within the next 3 years (and DB20: within the next 12 months) – Visits in the past – DB20: Impact of the coronavirus pandemic on the interest to visit – Target group- and competitor analysis 				
Survey design	For all sub-studies	<ul style="list-style-type: none"> – Online survey in respective national language; quota sample (based on cross quota age/sex and regional origin) – Representative of the respective population aged 14-74 years living in private households (basis for projection of absolute volumes) – Comprehensive competitive comparison possibilities based on the relatively large destination pool – Time comparison possibilities based on the consistent study design 				
	Specific per sub-study					
	Source markets	DE	DE	DE	DE AT CH NL	DE AT CH NL CN FR IT ES UK US
	Total number of respondents	8,900	15,000	17,000	12,000	31,000
	Total number of destinations	141	160	172	76*	200**
	Themes / characteristics	--	--	--	--	--

* In the study DB18 some destinations were surveyed in two or more source markets; distribution: DE = 45 | AT = 22 | CH = 33 | NL = 33.

** In the study DB20 some destinations were surveyed in two or more source markets; distribution: DE = 190 | AT = 10 | CH = 10 | NL = 10 | CN = 10 | FR = 20 | IT = 20 | ES = 12 | UK = 20 | US = 11.





1. General overview of the study series Destination Brand – Theme competence study

Aim		<ul style="list-style-type: none"> – Customer-oriented evaluation of the theme competence of tourist destinations (≙ associations of the functional benefits of the destination brands) 				
Research focus		<ul style="list-style-type: none"> – General (i.e., regardless of a specific destination) interest in holiday activities – Supported theme suitability per tourist destination (for 5 general themes and 5 specific themes) – Theme suitability top of mind per tourist destination – Target group- and competitor analysis 				
Survey design	For all sub-studies	<ul style="list-style-type: none"> – Online survey in respective national language; quota sample (based on cross quota age / sex and regional origin) – Representative of the respective population aged 14-74 years living in private households (basis for projection of absolute volumes) – Comprehensive competitive comparison possibilities based on the relatively large destination pool – Time comparison possibilities based on the consistent study design 				
	Specific per sub-study					
	Source markets	DE	DE	DE	DE AT CH NL	DE AT CH NL CN FR IT ES UK US
	Total number of respondents	10,500	16,000	17,000	12,000	28,000
	Total number of destinations	141	160	172	76*	194**
Total number of themes	5 general themes + 25 specific themes	5 general themes + 50 specific themes	6 general themes + 57 specific themes	5 general themes + 28 specific themes	5 general themes + 55 specific themes	

* In the study DB18 some destinations were surveyed in two or more source markets; distribution: DE = 45 | AT = 22 | CH = 33 | NL = 33.

** In the study DB21 some destinations were surveyed in two or more source markets; distribution: DE = 171 | AT = 30 | CH = 10 | NL = 10 | CN = 10 | FR = 10 | IT = 10 | ES = 10 | UK = 10 | US = 10.

1. General overview of the study series Destination Brand – Profile / image study

Aim		<ul style="list-style-type: none"> Customer-oriented evaluation of the profiles / images of tourist destinations (≙ associations of the emotional-symbolic benefits of the destination brands) 			
Research focus		<p>Module 1 (M1):</p> <ul style="list-style-type: none"> General (i.e., regardless of a specific destination) relevance of destination attributes and characteristics for the destination selection Supported evaluation of characteristics per destination (for 8 general attributes and 5 specific attributes) Target group- and competitor analysis <p>Module 2 (M2):</p> <ul style="list-style-type: none"> Spontaneous associations per destination 			
For all sub-studies		<ul style="list-style-type: none"> Online survey in respective national language; quota sample (based on cross quota age / sex and regional origin) Representative of the respective population aged 14-74 years living in private households (basis for projection of absolute volumes) Comprehensive competitive comparison possibilities based on the relatively large destination pool Time comparison possibilities based on the consistent study design 			
Survey design	Specific per sub-study				
	Source markets	DE	DE	DE	DE AT CH NL CN
	Total number of respondents	10,000	11,000	17,000	8,000
	Total number of destinations	M1: 104 M2: 22	M1: 115 M2: 21	M1: 170 M2: 170	55*
	Total number of characteristics	6 gen. characteristics + 50 spec. characteristics	6 gen. characteristics + 56 spec. characteristics	8 gen. characteristics + 59 spec. characteristics	solely spontaneous associations

* In the study DB19 some destinations were surveyed in two or more source markets; distribution: DE = 45 | AT = 8 | CH = 12 | NL = 8 | CN = 10.

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2.1 Methods of the theme competence study Destination Brand 21

Aim

- Study for the customer-oriented **theme competence measurement** of tourist destinations in the following **source markets**:
 - Germany (DE), Austria (AT), Switzerland (CH), the Netherlands (NL)
 - **NEW:** France (FR), Italy (IT), Spain (ES), the United Kingdom (UK), the USA (US), China (CN)

Key issues

- General (i.e., regardless of a specific destination) **interest in holiday activities** of the respective source market
- **Theme suitability per tourist destination** (supported and top of mind)
- **Target group analysis** among others differentiated by:
 - sociodemographic criteria and the general interest in several holiday activities,
 - the “Sinus Milieus® Germany”* and the “Sinus-Meta-Milieus®”* by the SINUS-institute as well as
 - the “BeST types of holiday makers”* by the West Coast University of Applied Sciences (FH Westküste)



* These options for target group definition exist exclusively for the source market Germany.

2.1 Methods of the theme competence study Destination Brand 21

Survey design

- **194 destinations** (several destinations were surveyed in more than one source market; distribution among source markets: DE = 171 | AT = 30 | CH = 10 | NL = 10 | **NEW:** CN = 10 | FR = 10 | IT = 10 | ES = 10 | UK = 10 | US = 10)
- **Total sample size:** 28.000; per tourist destination: 1,000 (supported theme suitability); distribution among source markets: DE: 17,000 | AT: 3,000 | all other source markets 1,000 each
- **Online survey in the respective national language** (remark: CH = German & French)
- **Quota sample** based on cross quota age/sex and regional origin
- **Representative** of the respective population aged 14-74 years living in private households (deviation only in the source market China*):
DE = 61.94 m people; AT = 6.59 m people; CH = 6.02 m people; NL = 12.78 m people; FR = 46.61 m people; IT = 45.51 m people; ES = 34.30 m people; UK = 47.95 m people; US = 246.50 m people

* Representative of the Ipsos panel members in China covering the following characteristics: Chinese-speaking urban population (including the top city categories “Tier 1-3” without Hongkong and Macau) aged 14-59 years with Internet access, which according to additional preceding filter questions shows an affinity to travel abroad.

Survey period

- **October until December 2021**

2.1 Methods of the theme competence study Destination Brand 21

As already described more in detail in chapter 1, scientifically-founded insights into the evaluation of the own theme suitability are of crucial importance for tourist destinations in order to achieve a successful target-oriented strategic development of the destination marketing.

Against this background, the study Destination Brand 21 conducts a **customer-oriented theme competence measurement** for a multitude of tourist destinations based on population-representative online surveys.

For the realisation of the study series Destination Brand, inspektour works together with a competent **partner network**, which offers a holistic set of methodological competences. The German Institute for Tourism Research of the FH Westküste (University of Applied Sciences) gives meaningful contribution as the scientific advisory board of the study. The database of the well-established study is assembled in cooperation with the market research company Ipsos.

While the predecessor theme competence studies in the years 2010, 2013 and 2016 already covered a comprehensive part of the German domestic tourist destinations, the studies Destination Brand 18 & 19 widened the scope and additionally encompassed the four source markets Austria, Switzerland, the Netherlands and China. On top of the named source markets, **the theme competence study Destination Brand 21 has also been conducted for the first time in France, Italy, Spain, the United Kingdom and the USA.**

In total, **28,000 respondents were surveyed online in their respective national language** in the course of the study Destination Brand 21. The sample sizes per source market are as follows: DE: n = 17,000 | AT: n = 3,000 | all other source markets each: n = 1,000. The field work was carried out, managed and controlled by the Ipsos GmbH. In this process, in each source market (sub-) samples of 1,000 respondents were used. Each of these (sub-) samples is **representative** of the respective population aged 14-74 years living in private households (under application of a cross quota “age/sex” and an independent quota “regional origin”).

Competent
partner network

Widened scope of
analysed source markets
(FR | IT | ES | UK | US)

Population-representative
online surveys

2.1 Methods of the theme competence study Destination Brand 21

Only the survey in the source market China constitutes a deviation from the previous representativeness statement. It is representative of the Ipsos panel members in China covering the following characteristics: Chinese-speaking urban population (including the top city categories “Tier 1-3” without Hongkong and Macau) aged 14-59 years with Internet access.

In the main part of the survey on destination-specific questions regarding the general interest in holiday activities and the theme suitability of tourist destinations **in the source market China**, only those interviewees took part, who are considered to have an **“affinity to travel abroad”** according to additional preceding filter questions (n = 1,000). For this purpose, the respondents had to fulfill at least one of the following two conditions:

- **Condition 1:** have travelled abroad in the last 3 years (with at least 1 overnight stay) and / or
- **Condition 2:** hold a valid passport (or have applied for it or plan to apply for it within the next 3 years) and are willing to undertake a short trip (with 1 – 3 overnight stays) and / or a longer holiday trip (with 4 or more overnight stays) abroad within the next 3 years

Taking up the general approach of strategic management, the theme competence study makes it possible to conduct a **three-dimensional analysis of the competitive situation** (see the following figure). Thereby, the general interest potential of each holiday activity (1st analysis dimension “demand”; see chapters 4.1 + 5), the assessment of the theme suitability of Die nordspanische Region Navarra (2nd analysis dimension “supply”; see chapters 4.2 + 6) as well as the performance of Die nordspanische Region Navarra compared to the competitors (3rd dimension “competition”; see chapters 4.3 + 7) are comprehensively analysed.

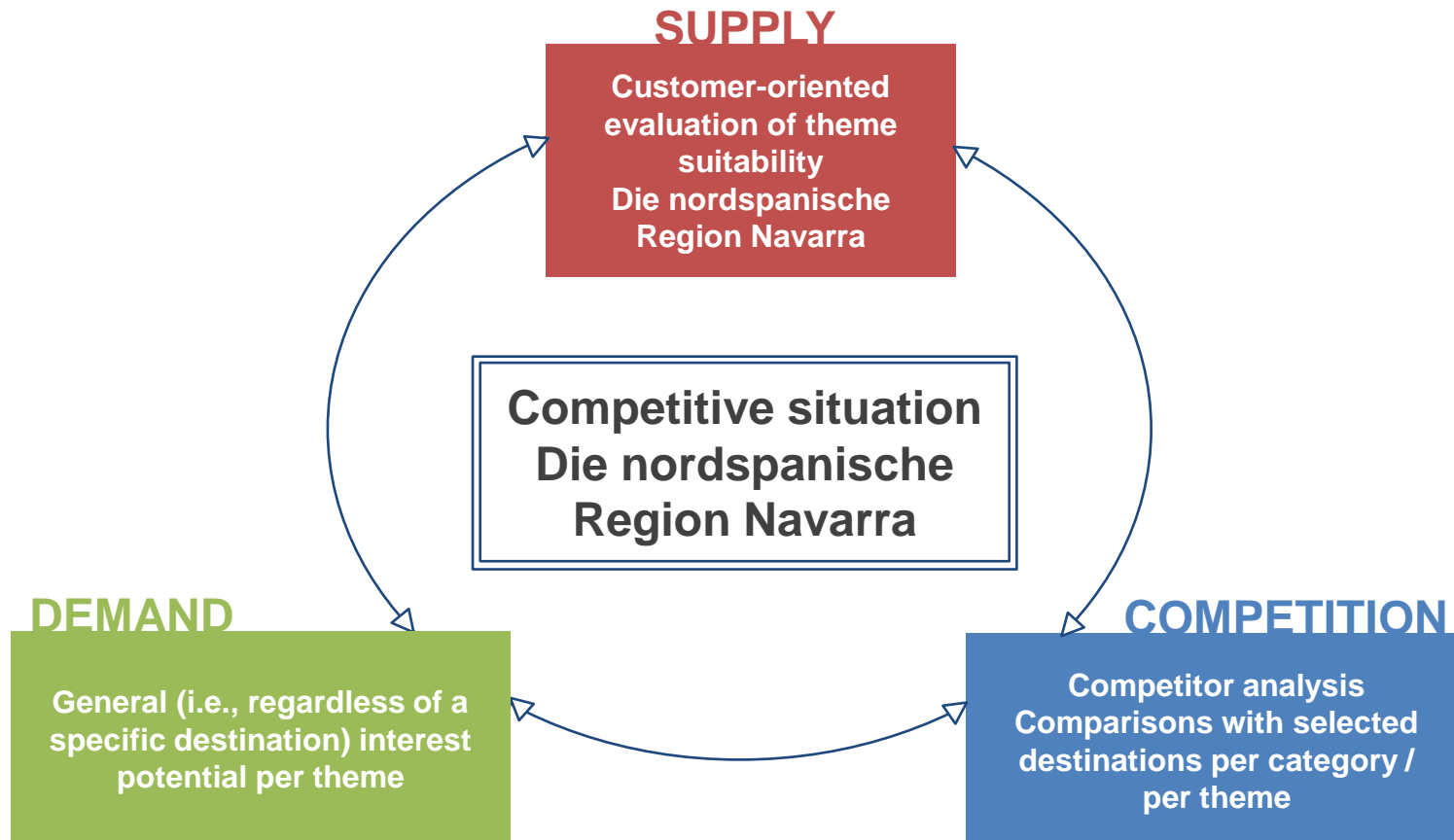
In the following, the key features of the three analysis dimensions will be described briefly.

Representativeness
in the source market China

Three-dimensional analysis
of the competitive situation

2.1 Methods of the theme competence study Destination Brand 21

Three-dimensional analysis of the competitive situation



► **Note:** Queried designation of Navarre for German respondents = "Die nordspanische Region Navarra"

Source: inspektour (international) GmbH, 2021

2.1.1 Analysis dimension 1: Demand

In accordance with the predecessor theme competence studies, the recent edition Destination Brand 21 also centres on the measurement of the **general interest (i.e., regardless of a specific destination)** of the respective represented population in several holiday themes (see chapters 4.1 + 5). The general interest potential is measured on the basis of the proportion of the top-two-box on a scale from “5 = very interested” to “1 = not at all interested”.

In the study Destination Brand 21, the interest potential was surveyed for **46 holiday activities in an uniform manner for all ten source markets**. While 13 additional holiday activities were surveyed in the source market Germany, one additional holiday theme was investigated in each of the two source markets China and Spain (for a detailed overview of the holiday activities taken into account, see chapter 9.2).

Compared to the predecessor studies Destination Brand 16-13-10, there may be limitations in the comparability of designations over time for individual themes. This is due to the **standardisation of all theme designations** as holiday activities (previously also partly designated as holiday types) in the context of the study Destination Brand 18. In the course of this optimisation, the designations were also harmonised in the survey contents of the general interest potential and the supported theme competence of the destinations.

The addition or omission of individual holiday themes arises from the expansion of the study to include international source markets and the relevance of the themes within these source markets. Furthermore, in Destination Brand 21, as in every edition of the theme competence study, some further holiday activities have also found their way into the theme pool of the current study by means of the individual theme selection option for the participating clients in the context of their commissioning.

General
interest potential

46 holiday activities
surveyed in an uniform manner
for all ten source markets

Additional explanation
on the composition
of the considered pool
of holiday activities

2.1.2 Analysis dimension 2: Supply

This second central analysis dimension of Destination Brand 21 focuses on the question, to which extend the represented population considers the respective tourist destination to be **suitable for a set of at least 10 different holiday activities** (regardless of one's own interest in the activities). This set consists of 5 general themes as well as most commonly 5 additional specific themes.

The general themes “culinary / gastronomic specialties”, “visiting cultural institutions / using cultural services”, “enjoying nature”, “being active and involved in sports” and “taking a city break” were uniformly examined for all considered destinations independently of the source market. In the case of the specific themes, 5 up to 10 individually relevant holiday activities could be selected by the responsible authority for the respective destination based on a pre-defined pool of holiday themes.

The **suitability assessment** was carried out by those respondents to whom the respective destination is known – even if only by name (“supported theme suitability”). The awarded theme suitability is measured on the basis of the proportion of the top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable”.

The number of respondents for all considered destinations with regard to the supported theme suitability is 1,000. This comprehensive sample size generally permits the conduction of **more detailed and statistically secured analyses**. Among others, this encompasses a differentiation of the awarded theme suitability by the following highly relevant sub-groups (see chapter 4.3):

- **“interested in the theme”**: Respondents who are generally interested (i.e., regardless of a specific tourist destination) in the respective holiday activity (top-two-box value)
- **“visitors in the past”**: Respondents who have already holidayed in the tourist destination (with at least one overnight stay)

In the case of international destinations (from the perspective of the respective source market), further analyses for the high potential sub-group of respondents with a **“distinct intention to travel abroad”** need to be mentioned first and foremost. This group of respondents definitely intends to undertake a short trip (with 1 – 3 overnight stays) and / or a longer holiday trip (with 4 or more overnight stays) abroad within the next three years.

For each destination:
suitability assessment
regarding 10 holiday activities

Differentiation by
highly relevant sub-groups

Analysis of the sub-group
“distinct intention
to travel abroad”

2.1.2 Analysis dimension 2: Supply

Furthermore, in the course of the **standard target group analysis** of the individual reports (see chapter 6.3), the assessment of the supported theme suitability is differentiated by up to 6 individually selected target groups, which can be defined based on sociodemographic criteria, the general interest in holiday activities as well as a combination of these aspects.

Concerning **the source market Germany**, additional comprehensive options of the target group analysis can be ordered comprising the following renowned target group segmentations:

- **the “Sinus Milieus® Germany” and “Sinus-Meta-Milieus®”** which are based on people’s attitudes and orientations, values, lifestyles and life goals as well as social backgrounds and positions
- **the “BeST types of holiday makers”** which are based on the beliefs and benefit expectations of the German holiday makers (this typology was developed by the German Institute for Tourism Research of the FH Westküste in the year 2020)

For the analysis of the tourist destination Die nordspanische Region Navarra in the source market Germany, the Dirección General de Turismo, Comercio y Consumo Navarra chose the target group definitions shown in the introduction to chapter 6.3 as part of the standard target group analysis.

In addition to the target group analysis, the report includes **further bivariate evaluations** of the tourist destination Die nordspanische Region Navarra (see chapter 6.2), in which the attributed theme suitability of Die nordspanische Region Navarra for the set of 10 holiday activities was **differentiated according to the following eight socio-demographic criteria**: sex, age groups, formal education, household size, number of children under 14 years of age in the household, net household income, town size and regional origin. These evaluations provide a comprehensive basis for identifying further attractive market potentials.

Standard
target group analysis

Additional comprehensive
options of the target
group analysis

Additional
differentiation according to
8 socio-demographic criteria

2.1.3 Analysis dimension 3: Competition

In total, **194 different tourist destinations** were included in the survey of the study Destination Brand 21 running in the period of October to December 2021 based on identical methods compared to the predecessor studies. The selection of the destinations to be considered was done by the inspektour (international) GmbH.

Since some of the destinations were surveyed in two or more source markets, the ten source market-specific destination pools cover a higher number of tourist destinations in total. Their distribution is as follows: DE = 171 | AT = 30 | all other source markets each = 10.

As a unique feature of the study series Destination Brand, the substantial destination pool facilitates the conduction of **considerable comparisons with the competitive environment**. In this context, a comprehensive competitor analysis was carried out for Die nordspanische Region Navarra representing a central component of this report. The comparison with the competitors was made on the basis of “all respondents”, the respondents being “interested in the respective theme” as well as in the case of international destinations the respondents with a “distinct intention to travel abroad” both with regard to:

- the already introduced **“supported theme suitability”**
 - individual results of Die nordspanische Region Navarra: see chapter 4.3
 - detailed rankings of all surveyed destinations: see chapter 7
- as well as the so-called **“unsupported theme suitability (top of mind)”**
 - individual results of Die nordspanische Region Navarra: see chapter 3.1
 - top 10 rankings concerning the general themes: see chapter 3.2

To illustrate, the “unsupported theme suitability (top of mind)” is surveyed in order to analyse which (international or domestic) tourist destinations are spontaneously considered to be **particularly suitable** for the respective type of holiday (e.g. for a culinary journey). The corresponding open question is posed without providing any answer options.

The methodological explanations conclude with the following two additional remarks:

- Please note that any deviations of the sum of added percent values are due to rounding differences.
- For further details, please refer to the **appendix**, which includes among others some **descriptive reading examples** as well as a glossary of the most important terms.

In total: 194 different
tourist destinations

Comprehensive
competitor analysis

Additional
competitor analysis
with regard to the “unsupported
theme suitability (top of mind)”

Appendix:
Descriptive reading examples

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2.2 Overview of the considered holiday activities

General themes

(examined for all destinations)

1. Culinary
2. Culture
3. Nature
4. Sports
5. City break

Specific themes

(individual selection of tourist destination Die nordspanische Region Navarra)

- | | | |
|--|-----------------------------------|--------------------------------------|
| 6. Barrier-free holiday trip | 24. Events | 42. Regional products / specialities |
| 7. Bauhaus | 25. Fairy tales / legends | 43. Relaxation |
| 8. Beach lounges / beach bars | 26. Families | 44. Riding |
| 9. Camping | 27. Film locations | 45. Sailing |
| 10. Castles | 28. Footsteps of Martin Luther | 46. Shopping |
| 11. Castles / gardens | 29. Gardens / parks | 47. Study / educational offers |
| 12. Castles / mansions | 30. Golf | 48. Sustainable trip |
| 13. Christmas markets | 31. Health | 49. Swimming / beach |
| 14. City break with active recreation | 32. Hiking | 50. Tradition and craft |
| 15. (Small) city flair | 33. Holiday trip by bus | 51. Traditional folk events |
| 16. Classical seaside resort architecture | 34. Industrial heritage | 52. UNESCO world heritage sites |
| 17. Contemporary / Modern Culture | 35. Inline skating / skating | 53. Volunteer / voluntary work |
| 18. Contemporary history of the 20th century | 36. Japanese culture / gastronomy | 54. Water sports |
| 19. Cosy winter holiday trip | 37. Lively places | 55. Water-based holiday activities |
| 20. Countryside | 38. Luxurious shopping | 56. Way of St. James |
| 21. Culture- / music festivals | 39. Luxury offers | 57. Wellness |
| 22. Cycling | 40. Mountain biking | 58. Wine tour |
| 23. Dark sky places | 41. Museums | 59. Winter sports |



Note 1: For purposes of clarity, this overview shows the short versions of the holiday themes surveyed in the source market Germany.

A complete overview of the detailed descriptions of the holiday activities (of all source markets) applied in the survey of the study Destination Brand 21 can be gained from the glossary (see chapter 9.2).

Note 2: Last survey taken into consideration in October until December 2021

Source: inspektour (international) GmbH, 2021

Outline

1 GENERAL OVERVIEW OF THE STUDY SERIES DESTINATION BRAND

2 DESIGN OF THE THEME COMPETENCE STUDY DESTINATION BRAND 21

2.1 Methods of the theme competence study Destination Brand 21

2.1.1 Analysis dimension 1: Demand

2.1.2 Analysis dimension 2: Supply

2.1.3 Analysis dimension 3: Competition

2.2 Overview of the considered holiday activities

2.3 Overview of the considered tourist destinations

3 OVERVIEW OF KEY RESULTS: UNSUPPORTED THEME COMPETENCE (TOP OF MIND)

4 OVERVIEW OF KEY RESULTS: THREE-DIMENSIONAL THEME COMPETENCE ANALYSIS

5 DEMAND: GENERAL INTEREST POTENTIAL IN DETAIL

6 SUPPLY: SUPPORTED THEME SUITABILITY IN DETAIL

7 COMPETITION: COMPARISON WITH COMPETITORS

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2.3 Overview of the considered tourist destinations

	DE	AT	CH	NL	CN	FR	IT	ES	UK	US
1. Aachen	■									
2. Ahr Valley	■									
3. Allgäu	■									
4. Alpine region Tegernsee-Schliersee	■									
5. Alpine world Karwendel	■									
6. Altenburger Land	■									
7. Altmark	■									
8. Ammergau Alps	■									
9. Austria	■				■					■
10. Baden	■									
11. Baden-Württemberg	■	■		■	■					
12. Baltic Resort Binz	■									
13. Baltic Resort Kühlungsborn	■									
14. Baltic Sea	■									
15. Baltic Sea Schleswig-Holstein	■									
16. Basque Country		■						■		
17. Bavaria	■				■					
18. Bavarian Forest	■									
19. Berchtesgadener Land	■									
20. Bergisches Land	■									
21. Bergstrasse-Odenwald	■									
22. Berlin	■	■	■	■	■	■	■	■	■	■
23. Berlin-Spandau	■									
24. Bilbao								■		
25. Black Forest	■									
26. Bonn	■									
27. Borkum	■									
28. Brandenburg	■									
29. Bremen	■									
30. Bremerhaven	■									
31. Burgenland	■	■								
32. Büsum	■									
33. Carinthia	■	■								
34. Chiemgau - Chiemsee	■									

	DE	AT	CH	NL	CN	FR	IT	ES	UK	US
35. Cologne	■									
36. Copenhagen									■	
37. Cottbus	■									
38. Dahme Lake District	■									
39. Darmstadt	■									
40. Dessau-Roßlau	■									
41. Dresden		■	■	■		■	■		■	■
42. Dresden Elbland	■									
43. Duisburg	■									
44. Düsseldorf	■									
45. East Frisian Islands	■									
46. Eichsfeld	■									
47. Eifel	■									
48. Erfurt	■									
49. Fehmarn	■									
50. Fichtel Mountains	■									
51. Fläming	■									
52. Föhr	■									
53. Franconia	■									
54. Franconian Lake District	■									
55. Frankfurt on the Main	■									
56. FrankfurtRhineMain	■									
57. Freiburg in the Breisgau	■									
58. Füssen in the Allgäu	■									
59. Galicia								■		
60. Garmisch-Partenkirchen	■									
61. Gastein		■								
62. Geneva						■				
63. Germany	■	■	■	■	■	■	■	■	■	■
64. Graz	■	■								
65. GrimmHome NorthHesse	■									
66. Halle (Saale)	■									
67. Hamburg	■									
68. Hanover	■									

Note 1: The source markets are marked in green, if the respective destination was surveyed there in the course of the study Destination Brand 21.

Note 2: Last survey taken into consideration in October until December 2021

Source: inspektour (international) GmbH, 2021

2.3 Overview of the considered tourist destinations

	DE	AT	CH	NL	CN	FR	IT	ES	UK	US
69. Harz	■									
70. Havelland	■									
71. Heidelberg	■									
72. Helsinki								■		
73. Hesse	■	■	■							
74. Holiday region Bernkastel-Kues - Moselle	■			■						
75. Holstein Switzerland	■									
76. Imperial Seaside Resorts	■									
77. Innsbruck	■	■								
78. Kaiserstuhl	■									
79. Kassel	■									
80. Kiel	■									
81. Lahn Valley	■									
82. Lake Constance	■									
83. Lake Starnberg	■									
84. Lake Wörthersee		■								
85. Lausanne						■	■			
86. Leipzig	■					■	■			
87. Liechtenstein			■							
88. Lower Austria	■	■								
89. Lower Rhine	■									
90. Lower Saxony	■									
91. Lübeck.Travemünde	■									
92. Lüneburg Heath	■									
93. Lusatian Lake District	■									
94. Luxembourg			■	■		■	■	■	■	
95. Madrid								■		
96. Magdeburg	■									
97. Magdeburg Elbe-Börde Heath	■									
98. Mainz	■									
99. Mecklenburg Lake District	■									
100. Mecklenburg-Western Pomerania	■									
101. Middle Rhine	■									
102. Montafon		■								

	DE	AT	CH	NL	CN	FR	IT	ES	UK	US
103. Moselle	■			■						
104. Most Quarter		■								
105. Munich	■				■		■			
106. Münsterland	■									
107. Nahe	■									
108. Naheland	■									
109. Navarre	■							■		
110. neanderland / district of Mettmann	■									
111. Norderney	■									
112. North Rhine-Westphalia	■									
113. North Sea	■									
114. North Sea Island Amrum	■									
115. North Sea Land Dithmarschen	■									
116. Nuremberg	■									
117. Nuremberg Land	■									
118. Oberstauften	■									
119. Oberstauften in the Allgäu	■									
120. Oder-Spree Lake District	■									
121. Ore Mountains	■									
122. Oslo									■	
123. Palatinate	■									
124. Pamplona								■		
125. Potsdam	■									
126. Region Stuttgart		■	■							
127. Rheingau	■									
128. Rhine Hesse	■									
129. Rhineland-Palatinate	■									
130. Rhön	■									
131. Romantic Rhine	■									
132. Rostock-Warnemünde	■									
133. Rothenburg ob der Tauber	■									
134. Rudesheim and Assmannshausen on the Rhine	■									
135. Rügen Island	■									
136. Ruhr Valley	■									

Note 1: The source markets are marked in green, if the respective destination was surveyed there in the course of the study Destination Brand 21.

Note 2: Last survey taken into consideration in October until December 2021

Source: inspektour (international) GmbH, 2021

2.3 Overview of the considered tourist destinations

	DE	AT	CH	NL	CN	FR	IT	ES	UK	US
137. Ruppin Lake District	■									
138. Saale-Unstrut	■									
139. Saarbrücken	■									
140. Saarland	■									
141. Salzburg	■	■								
142. Salzburger Land	■	■								
143. Salzkammergut		■								
144. Santiago de Compostela							■			
145. Sauerland	■									
146. Saxonian Switzerland-Elbe Sandstone Mountains	■									
147. Saxony	■						■			■
148. Saxony-Anhalt	■									
149. Schladming-Dachstein	■	■								
150. Schleswig-Holstein	■									
151. Schwerin	■									
152. South Tirol	■	■								
153. Southern Harz-Kyffhäuser	■									
154. Spain		■								
155. Spandau	■									
156. Spessart	■									
157. Spreewald	■									
158. St. Peter-Ording	■									
159. Stockholm	■	■	■	■	■	■	■		■	■
160. Stuttgart	■								■	■
161. Styria	■	■								
162. Switzerland	■				■					■
163. Sylt	■									
164. Taunus	■									
165. Teutoburg Forest	■									
166. the Prignitz	■									
167. Thuringia	■									
168. Thuringian Forest	■									
169. Tirol	■	■								
170. Trier	■									

	DE	AT	CH	NL	CN	FR	IT	ES	UK	US
171. Uckermark	■									
172. Upper Austria	■	■								
173. Upper Bavaria	■									
174. Upper Black Forest, the region around Feldberg, Titisee, Schluchsee and Hinterzarten	■									
175. Upper Lusatia	■									
176. Upper Palatinate Forest	■									
177. Upper Swabia	■									
178. Usedom Island	■									
179. Vienna	■	■			■	■	■			■
180. Vogelsberg	■									
181. Vogtland	■									
182. Vorarlberg	■	■	■	■						
183. Weimar	■									
184. Weimarer Land	■									
185. Weserbergland	■									
186. Westerwald	■									
187. Wiesbaden	■									
188. Wild Kaiser Mountain Range – Ellmau, Going, Scheffau and Söll	■	■	■							
189. Winterberg	■									
190. World Heritage Region Anhalt-Dessau-Wittenberg	■									
191. World Heritage Region Wartburg Hainich	■									
192. Zell am See-Kaprun		■								
193. Zugspitze region	■									
194. Zurich	■	■		■	■	■	■		■	■

Note 1: The source markets are marked in green, if the respective destination was surveyed there in the course of the study Destination Brand 21.

Note 2: Last survey taken into consideration in October until December 2021

Source: inspektour (international) GmbH, 2021

Outline

1 GENERAL OVERVIEW OF THE STUDY SERIES DESTINATION BRAND

2 DESIGN OF THE THEME COMPETENCE STUDY DESTINATION BRAND 21

3 OVERVIEW OF KEY RESULTS: UNSUPPORTED THEME COMPETENCE (TOP OF MIND)

3.1 Individual results Die nordspanische Region Navarra

3.2 Top 10 rankings

4 OVERVIEW OF KEY RESULTS: THREE-DIMENSIONAL THEME COMPETENCE ANALYSIS

5 DEMAND: GENERAL INTEREST POTENTIAL IN DETAIL

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3.1 Unsupported theme competence (top of mind) – Competitor analysis Navarre

Please imagine that you intend to **go on a [here theme inserted] holiday**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **Navarre**

Source market: Germany

Number of respondents: min. 507

Number of responses: min. 1,131

Base: All respondents (valid responses)

Unsupported theme competence as an international tourist destination ...		DESTINATION BRAND 21			
		% of respondents*	% of responses	number of responses	rank
... for a culinary trip	No association	0.0%	0.0%	0	--
... for a cultural holiday / a cultural trip	No association	0.0%	0.0%	0	--
... for a nature holiday	No association	0.0%	0.0%	0	--
... for an active sports holiday	No association	0.0%	0.0%	0	--
... for a city break	No association	0.0%	0.0%	0	--

* Multiple answers possible.

3.1 Unsupported theme competence (top of mind) – Competitor analysis Navarre

Please imagine that you intend to **go on a [here theme inserted] holiday**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **Navarre**

Source market: Germany

Number of respondents: min. 295

Number of responses: min. 674

Base: All respondents with distinct intention to travel abroad (valid responses)

Unsupported theme competence as an international tourist destination ...		DESTINATION BRAND 21			
		% of respondents*	% of responses	number of responses	rank
... for a culinary trip	No association	0.0%	0.0%	0	--
... for a cultural holiday / a cultural trip	No association	0.0%	0.0%	0	--
... for a nature holiday	No association	0.0%	0.0%	0	--
... for an active sports holiday	No association	0.0%	0.0%	0	--
... for a city break	No association	0.0%	0.0%	0	--

* Multiple answers possible.

3.1 Unsupported theme competence (top of mind) – Competitor analysis Navarre

Please imagine that you intend to **go on a [here theme inserted] holiday**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **Navarre**

Source market: Germany

Number of respondents: min. 219

Number of responses: min. 503

Base: All respondents with interest in the theme (valid responses)

Unsupported theme competence as an international tourist destination ...		DESTINATION BRAND 21			
		% of respondents*	% of responses	number of responses	rank
... for a culinary trip	No association	0.0%	0.0%	0	--
... for a cultural holiday / a cultural trip	No association	0.0%	0.0%	0	--
... for a nature holiday	No association	0.0%	0.0%	0	--
... for an active sports holiday	No association	0.0%	0.0%	0	--
... for a city break	No association	0.0%	0.0%	0	--

* Multiple answers possible.

Outline

1 GENERAL OVERVIEW OF THE STUDY SERIES DESTINATION BRAND

2 DESIGN OF THE THEME COMPETENCE STUDY DESTINATION BRAND 21

3 OVERVIEW OF KEY RESULTS: UNSUPPORTED THEME COMPETENCE (TOP OF MIND)

3.1 Individual results Die nordspanische Region Navarra

3.2 Top 10 rankings

4 OVERVIEW OF KEY RESULTS: THREE-DIMENSIONAL THEME COMPETENCE ANALYSIS

5 DEMAND: GENERAL INTEREST POTENTIAL IN DETAIL

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3.2 Unsupported theme competence (top of mind) – Competitor analysis Top 10 destinations

Please imagine that you intend to **go on a culinary trip**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **Culinary**

Source market: Germany

Number of respondents: 661

Number of responses: 1,571

Base: All respondents (valid responses)

Unsupported theme competence (top of mind) “Culinary trip” – Top 10 international destinations		% of respondents*	% of responses	number of responses
1	Italy	44.8%	18.8%	296
2	France	28.9%	12.2%	191
3	Spain	23.3%	9.8%	154
4	Greece	13.9%	5.9%	92
5	Austria	12.9%	5.4%	85
6	Turkey	7.9%	3.3%	52
7	Thailand	7.1%	3.0%	47
8	Japan	4.8%	2.0%	32
9	Netherlands	4.1%	1.7%	27
10	Switzerland	3.9%	1.7%	26
10	USA	3.9%	1.7%	26

* Multiple answers possible.

► **Note:** Similar terms with identical destination reference (e.g., North Sea - North Sea Coast - North Sea Region) were assigned to each other and clustered.

Source: inspektour (international) GmbH, 2021

3.2 Unsupported theme competence (top of mind) – Competitor analysis Top 10 destinations

Please imagine that you intend to **go on a culinary trip**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **Culinary**

Source market: Germany

Number of respondents: 347

Number of responses: 832

Base: All respondents with distinct intention to travel abroad (valid responses)

Unsupported theme competence (top of mind) “Culinary trip” – Top 10 international destinations		% of respondents*	% of responses	number of responses
1	Italy	48.1%	20.1%	167
2	France	27.4%	11.4%	95
3	Spain	25.6%	10.7%	89
4	Greece	13.5%	5.6%	47
5	Austria	13.3%	5.5%	46
6	Thailand	8.6%	3.6%	30
7	Turkey	6.3%	2.6%	22
8	Croatia	4.9%	2.0%	17
9	Netherlands	4.0%	1.7%	14
9	USA	4.0%	1.7%	14
9	Japan	4.0%	1.7%	14

* Multiple answers possible.

► **Note:** Similar terms with identical destination reference (e.g., North Sea - North Sea Coast - North Sea Region) were assigned to each other and clustered.

Source: inspektour (international) GmbH, 2021

3.2 Unsupported theme competence (top of mind) – Competitor analysis Top 10 destinations

Please imagine that you intend to **go on a culinary trip**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **Culinary**

Source market: Germany

Number of respondents: 482

Number of responses: 1,159

Base: All respondents with interest in the theme (valid responses)

Unsupported theme competence (top of mind) “Culinary trip” – Top 10 international destinations		% of respondents*	% of responses	number of responses
1	Italy	47.1%	19.6%	227
2	France	30.9%	12.9%	149
3	Spain	24.5%	10.2%	118
4	Austria	15.1%	6.3%	73
5	Greece	13.9%	5.8%	67
6	Thailand	7.1%	2.9%	34
7	Turkey	6.0%	2.5%	29
8	Japan	4.8%	2.0%	23
9	Croatia	4.1%	1.7%	20
10	Switzerland	3.9%	1.6%	19
10	Portugal	3.9%	1.6%	19

* Multiple answers possible.

► **Note:** Similar terms with identical destination reference (e.g., North Sea - North Sea Coast - North Sea Region) were assigned to each other and clustered.

Source: inspektour (international) GmbH, 2021

3.2 Unsupported theme competence (top of mind) – Competitor analysis Top 10 destinations

Please imagine that you intend to **go on a cultural holiday / a cultural trip**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **Culture**

Source market: Germany

Number of respondents: 683

Number of responses: 1,635

Base: All respondents (valid responses)

Unsupported theme competence (top of mind) “Cultural holiday / a cultural trip” – Top 10 international destinations		% of respondents*	% of responses	number of responses
1	Italy	28.3%	11.8%	193
2	Spain	17.3%	7.2%	118
3	France	15.7%	6.5%	107
4	Greece	13.9%	5.8%	95
5	Turkey	8.2%	3.4%	56
6	Austria	7.6%	3.2%	52
7	Egypt	6.9%	2.9%	47
8	Paris	6.7%	2.8%	46
8	Rome	6.7%	2.8%	46
10	Netherlands	4.8%	2.0%	33
10	England	4.8%	2.0%	33

* Multiple answers possible.

► **Note:** Similar terms with identical destination reference (e.g., North Sea - North Sea Coast - North Sea Region) were assigned to each other and clustered.

Source: inspektour (international) GmbH, 2021

3.2 Unsupported theme competence (top of mind) – Competitor analysis Top 10 destinations

Please imagine that you intend to **go on a cultural holiday / a cultural trip**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **Culture**

Source market: Germany

Number of respondents: 352

Number of responses: 851

Base: All respondents with distinct intention to travel abroad (valid responses)

Unsupported theme competence (top of mind) “Cultural holiday / a cultural trip” – Top 10 international destinations		% of respondents*	% of responses	number of responses
1	Italy	27.0%	11.2%	95
2	Spain	16.2%	6.7%	57
3	Greece	14.2%	5.9%	50
4	France	11.1%	4.6%	39
5	Rome	7.7%	3.2%	27
6	Austria	7.4%	3.1%	26
7	Turkey	7.1%	2.9%	25
8	Egypt	6.5%	2.7%	23
9	Paris	6.0%	2.5%	21
10	Netherlands	5.4%	2.2%	19
10	USA	5.4%	2.2%	19

* Multiple answers possible.

► **Note:** Similar terms with identical destination reference (e.g., North Sea - North Sea Coast - North Sea Region) were assigned to each other and clustered.

Source: inspektour (international) GmbH, 2021

3.2 Unsupported theme competence (top of mind) – Competitor analysis Top 10 destinations

Please imagine that you intend to **go on a cultural holiday / a cultural trip**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **Culture**

Source market: Germany

Number of respondents: 341

Number of responses: 837

Base: All respondents with interest in the theme (valid responses)

Unsupported theme competence (top of mind) “Cultural holiday / a cultural trip” – Top 10 international destinations		% of respondents*	% of responses	number of responses
1	Italy	29.9%	12.2%	102
2	France	16.7%	6.8%	57
3	Spain	13.5%	5.5%	46
4	Greece	12.3%	5.0%	42
5	Austria	9.1%	3.7%	31
6	Egypt	7.6%	3.1%	26
7	Paris	6.7%	2.7%	23
7	England	6.7%	2.7%	23
7	Turkey	6.7%	2.7%	23
10	Rome	6.5%	2.6%	22

* Multiple answers possible.

► **Note:** Similar terms with identical destination reference (e.g., North Sea - North Sea Coast - North Sea Region) were assigned to each other and clustered.

Source: inspektour (international) GmbH, 2021

3.2 Unsupported theme competence (top of mind) – Competitor analysis Top 10 destinations

Please imagine that you intend to **go on a nature holiday**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **Nature**

Source market: Germany

Number of respondents: 662

Number of responses: 1,547

Base: All respondents (valid responses)

Unsupported theme competence (top of mind) "Nature holiday" – Top 10 international destinations		% of respondents*	% of responses	number of responses
1	Austria	24.3%	10.4%	161
2	Norway	14.7%	6.3%	97
3	Italy	12.1%	5.2%	80
3	Sweden	12.1%	5.2%	80
5	Switzerland	11.9%	5.1%	79
6	Spain	8.8%	3.7%	58
7	Canada	8.3%	3.6%	55
8	France	7.4%	3.2%	49
8	Iceland	7.4%	3.2%	49
10	Ireland	6.6%	2.8%	44

* Multiple answers possible.

► **Note:** Similar terms with identical destination reference (e.g., North Sea - North Sea Coast - North Sea Region) were assigned to each other and clustered.

Source: inspektour (international) GmbH, 2021

3.2 Unsupported theme competence (top of mind) – Competitor analysis Top 10 destinations

Please imagine that you intend to **go on a nature holiday**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **Nature**

Source market: Germany

Number of respondents: 349

Number of responses: 830

Base: All respondents with distinct intention to travel abroad (valid responses)

Unsupported theme competence (top of mind) “Nature holiday” – Top 10 international destinations		% of respondents*	% of responses	number of responses
1	Austria	24.4%	10.2%	85
2	Norway	13.2%	5.5%	46
3	Switzerland	12.9%	5.4%	45
4	Italy	12.6%	5.3%	44
5	Sweden	11.7%	4.9%	41
6	Canada	9.5%	4.0%	33
7	Spain	8.3%	3.5%	29
8	Iceland	7.7%	3.3%	27
9	France	6.0%	2.5%	21
9	Denmark	6.0%	2.5%	21

* Multiple answers possible.

► **Note:** Similar terms with identical destination reference (e.g., North Sea - North Sea Coast - North Sea Region) were assigned to each other and clustered.

Source: inspektour (international) GmbH, 2021



3.2 Unsupported theme competence (top of mind) – Competitor analysis Top 10 destinations

Please imagine that you intend to **go on a nature holiday**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **Nature**

Source market: Germany

Number of respondents: 528

Number of responses: 1,243

Base: All respondents with interest in the theme (valid responses)

Unsupported theme competence (top of mind) "Nature holiday" – Top 10 international destinations		% of respondents*	% of responses	number of responses
1	Austria	27.1%	11.5%	143
2	Norway	15.5%	6.6%	82
3	Sweden	13.6%	5.8%	72
4	Italy	12.5%	5.3%	66
5	Switzerland	11.9%	5.1%	63
6	Canada	8.9%	3.8%	47
7	Spain	8.5%	3.6%	45
8	Iceland	8.1%	3.5%	43
9	Ireland	7.4%	3.1%	39
10	France	7.0%	3.0%	37
10	Denmark	7.0%	3.0%	37

* Multiple answers possible.

► **Note:** Similar terms with identical destination reference (e.g., North Sea - North Sea Coast - North Sea Region) were assigned to each other and clustered.

Source: inspektour (international) GmbH, 2021

3.2 Unsupported theme competence (top of mind) – Competitor analysis Top 10 destinations

Please imagine that you intend to **go on an active sports holiday**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **Sports**

Source market: Germany

Number of respondents: 507

Number of responses: 1,131

Base: All respondents (valid responses)

Unsupported theme competence (top of mind) “Active sports holiday” – Top 10 international destinations		% of respondents*	% of responses	number of responses
1	Austria	36.3%	16.3%	184
2	Italy	19.3%	8.7%	98
3	Spain	17.4%	7.8%	88
4	Switzerland	17.0%	7.6%	86
5	France	9.5%	4.2%	48
6	Turkey	7.9%	3.5%	40
7	Sweden	5.3%	2.4%	27
8	Netherlands	4.9%	2.2%	25
9	Greece	4.7%	2.1%	24
10	Norway	4.5%	2.0%	23

* Multiple answers possible.

► **Note:** Similar terms with identical destination reference (e.g., North Sea - North Sea Coast - North Sea Region) were assigned to each other and clustered.

Source: inspektour (international) GmbH, 2021

3.2 Unsupported theme competence (top of mind) – Competitor analysis Top 10 destinations

Please imagine that you intend to **go on an active sports holiday**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **Sports**

Source market: Germany

Number of respondents: 295

Number of responses: 674

Base: All respondents with distinct intention to travel abroad (valid responses)

Unsupported theme competence (top of mind) “Active sports holiday” – Top 10 international destinations		% of respondents*	% of responses	number of responses
1	Austria	37.6%	16.5%	111
2	Italy	21.4%	9.3%	63
2	Spain	21.4%	9.3%	63
4	Switzerland	18.0%	7.9%	53
5	Turkey	7.5%	3.3%	22
6	France	7.1%	3.1%	21
7	Greece	5.8%	2.5%	17
8	Sweden	5.1%	2.2%	15
9	Egypt	4.4%	1.9%	13
10	Netherlands	4.1%	1.8%	12
10	USA	4.1%	1.8%	12
10	Croatia	4.1%	1.8%	12
10	Norway	4.1%	1.8%	12

* Multiple answers possible.

► **Note:** Similar terms with identical destination reference (e.g., North Sea - North Sea Coast - North Sea Region) were assigned to each other and clustered.

Source: inspektour (international) GmbH, 2021

3.2 Unsupported theme competence (top of mind) – Competitor analysis Top 10 destinations

Please imagine that you intend to **go on an active sports holiday**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **Sports**

Source market: Germany

Number of respondents: 219

Number of responses: 503

Base: All respondents with interest in the theme (valid responses)

Unsupported theme competence (top of mind) “Active sports holiday” – Top 10 international destinations		% of respondents*	% of responses	number of responses
1	Austria	37.4%	16.3%	82
2	Switzerland	20.1%	8.7%	44
3	Italy	19.6%	8.5%	43
4	Spain	17.4%	7.6%	38
5	Turkey	10.5%	4.6%	23
6	France	8.2%	3.6%	18
7	Croatia	5.9%	2.6%	13
8	Canada	5.5%	2.4%	12
8	Norway	5.5%	2.4%	12
10	Netherlands	5.0%	2.2%	11
10	Portugal	5.0%	2.2%	11
10	Sweden	5.0%	2.2%	11

* Multiple answers possible.

► **Note:** Similar terms with identical destination reference (e.g., North Sea - North Sea Coast - North Sea Region) were assigned to each other and clustered.

Source: inspektour (international) GmbH, 2021

3.2 Unsupported theme competence (top of mind) – Competitor analysis Top 10 destinations

Please imagine that you intend to **go on a city break**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **City break**

Source market: Germany

Number of respondents: 698

Number of responses: 1,705

Base: All respondents (valid responses)

Unsupported theme competence (top of mind) “City break” – Top 10 international destinations		% of respondents*	% of responses	number of responses
1	Paris	19.2%	7.9%	134
2	London	14.8%	6.0%	103
3	Rome	14.3%	5.9%	100
4	Italy	14.2%	5.8%	99
5	France	10.7%	4.4%	75
6	Spain	10.5%	4.3%	73
7	Vienna	10.0%	4.1%	70
8	Barcelona	7.7%	3.2%	54
9	Austria	6.6%	2.7%	46
10	USA	6.0%	2.5%	42

* Multiple answers possible.

► **Note:** Similar terms with identical destination reference (e.g., North Sea - North Sea Coast - North Sea Region) were assigned to each other and clustered.

Source: inspektour (international) GmbH, 2021

3.2 Unsupported theme competence (top of mind) – Competitor analysis Top 10 destinations

Please imagine that you intend to **go on a city break**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **City break**

Source market: Germany

Number of respondents: 368

Number of responses: 914

Base: All respondents with distinct intention to travel abroad (valid responses)

Unsupported theme competence (top of mind) “City break” – Top 10 international destinations		% of respondents*	% of responses	number of responses
1	Paris	18.5%	7.4%	68
2	London	14.9%	6.0%	55
3	Italy	13.9%	5.6%	51
3	Rome	13.9%	5.6%	51
5	Spain	13.3%	5.4%	49
6	Vienna	11.4%	4.6%	42
7	France	10.1%	4.0%	37
8	Barcelona	8.7%	3.5%	32
9	USA	7.3%	3.0%	27
10	Denmark	6.0%	2.4%	22

* Multiple answers possible.

► **Note:** Similar terms with identical destination reference (e.g., North Sea - North Sea Coast - North Sea Region) were assigned to each other and clustered.

Source: inspektour (international) GmbH, 2021

3.2 Unsupported theme competence (top of mind) – Competitor analysis Top 10 destinations

Please imagine that you intend to **go on a city break**.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ **City break**

Source market: Germany

Number of respondents: 474

Number of responses: 1,198

Base: All respondents with interest in the theme (valid responses)

Unsupported theme competence (top of mind) “City break” – Top 10 international destinations		% of respondents*	% of responses	number of responses
1	Paris	23.4%	9.3%	111
2	London	17.7%	7.0%	84
3	Rome	16.0%	6.3%	76
4	Italy	14.3%	5.7%	68
5	Vienna	11.4%	4.5%	54
6	Spain	9.9%	3.9%	47
7	France	9.5%	3.8%	45
8	Barcelona	8.9%	3.5%	42
9	Amsterdam	6.1%	2.4%	29
10	Netherlands	5.9%	2.3%	28

* Multiple answers possible.

► **Note:** Similar terms with identical destination reference (e.g., North Sea - North Sea Coast - North Sea Region) were assigned to each other and clustered.

Source: inspektour (international) GmbH, 2021

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4.2 Supply: Supported theme suitability Die nordspanische Region Navarra

4.3 Competition: Comparison with competitors

4.4 Summary: Quadrant analysis

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6 SUPPLY: SUPPORTED THEME SUITABILITY IN DETAIL

7 COMPETITION: COMPARISON WITH COMPETITORS

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IMPRINT

4.1 Demand: General interest potential – All considered holiday activities (1/2)

Ranking of the considered holiday activities with regard to the general interest potential (mean = 37%)							
Source market: Germany							
Base: All respondents Number of respondents: 17,000							
Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"							
		% of resp.	projection*			% of resp.	projection*
1	Relaxing and resting	76%	46.9 m	16	Visiting beach lounges / beach bars (having small snacks and drinks, relaxing, chilling directly by the sea)	45%	27.9 m
2	Enjoying nature	70%	43.5 m	17	Taking a cosy winter holiday trip (even without snow, e.g., slow down, time out, walks, some wellness)	44%	27.2 m
3	Enjoying culinary / gastronomic specialities	63%	38.9 m	18	Taking a city break with active recreation (e.g., on / in the water, cycling, hiking)	43%	26.9 m
4	Discovering regional products / enjoying regional specialities	62%	38.6 m	19	Undertaking a sustainable holiday trip (nature preserving / environmentally friendly, economically and socially fair)	41%	25.5 m
5	Swimming and being at the beach	62%	38.5 m	20	Visiting cultural institutions / using cultural services	41%	25.2 m
6	Taking a city break	56%	34.8 m	21	Spending holidays in the countryside (e.g., on the farm or vineyard)	40%	24.7 m
7	Visiting gardens / parks	53%	32.8 m	22	Experiencing tradition and craft	40%	24.5 m
8	Visiting castles, palaces and cathedrals	52%	32.5 m	23	Shopping	39%	24.1 m
9	Enjoying water-based holiday activities	52%	32.2 m	24	Visiting museums / exhibitions / art museums	38%	23.5 m
10	Visiting castles, mansions, parks and gardens	50%	31.3 m	25	Visiting UNESCO world heritage sites	38%	23.3 m
11	Enjoying the (small) city flair / atmosphere	50%	31.1 m	26	Visiting dark sky places (i.e., protected landscape areas with particularly clear views of the sky at night)	37%	22.9 m
12	Visiting castles and mansions	47%	28.9 m	27	Experiencing lively places (e.g., trendy shopping districts, festivals, alternative cultural circles, night life)	37%	22.8 m
13	Visiting Christmas markets	47%	28.8 m	28	Using family offers	36%	22.1 m
14	Using wellness services	46%	28.3 m	29	Attending events	35%	21.7 m
15	Hiking	46%	28.3 m	30	Attending culture- / music festivals	34%	21.0 m

* Projection of the absolute volume of the prospective interest potential (number of people).

► Note: Last survey taken into consideration in October until December 2021

4.1 Demand: General interest potential – All considered holiday activities (2/2)

Ranking of the considered holiday activities with regard to the general interest potential (mean = 37%)							
Source market: Germany							
Base: All respondents Number of respondents: 17,000							
Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"							
		% of resp.	projection*			% of resp.	projection*
31	Visiting places of contemporary history of the 20th century	34%	20.9 m	46	Practicing water sports (not sailing)	27%	16.5 m
32	Being active and involved in sports	34%	20.9 m	47	Using luxury offers	26%	15.9 m
33	Cycling (not mountain biking)	33%	20.4 m	48	Practicing winter sports (e.g., cross-country skiing, downhill)	24%	14.6 m
34	Experiencing Japanese culture / gastronomy	32%	20.0 m	49	Walking the Way of St. James	23%	14.4 m
35	Taking a wine tour (e.g., wine tasting, visiting wine festivals, vineyard walks, participating in the grape harvest)	32%	20.0 m	50	Tracing the footsteps of Martin Luther	23%	14.2 m
36	Experiencing fairy tales and legends	32%	19.7 m	51	Taking a holiday trip by bus	23%	14.1 m
37	Visiting film locations	30%	18.7 m	52	Luxurious shopping	22%	13.8 m
38	Using health services (self-paying, not a prescribed visit to a health spa)	30%	18.4 m	53	Mountain biking	22%	13.4 m
39	Experiencing Contemporary / Modern Culture	29%	18.2 m	54	Using study / educational offers	21%	13.2 m
40	Attending traditional folk events (e.g., marksmen's festivals, carnivals, fairs)	29%	18.2 m	55	Horseback riding	19%	11.7 m
41	Experiencing Bauhaus and architecture of Classical Modernism	29%	17.8 m	56	Sailing	18%	11.3 m
42	Undertaking a barrier-free holiday trip	29%	17.7 m	57	Inline skating / skating	17%	10.4 m
43	Experiencing classical seaside resort architecture	28%	17.5 m	58	Performing volunteer / voluntary work (supporting a social or environmental project)	17%	10.4 m
44	Taking a camping holiday / caravanning holiday / motorhome holiday	27%	17.0 m	59	Playing golf (not minigolf)	15%	9.2 m
45	Visiting industrial heritage sites (e.g., factories, (coal) mines, museums of industrial heritage)	27%	16.5 m				

* Projection of the absolute volume of the prospective interest potential (number of people).

► Note: Last survey taken into consideration in October until December 2021

4.1 Demand: General interest potential – All considered holiday activities (1/2)

Ranking of the considered holiday activities with regard to the general interest potential (mean = 41%)							
Source market: Germany							
Base: All respondents with distinct intention to travel abroad Number of respondents: 871 Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"							
		% of resp.	projection*			% of resp.	projection*
1	Relaxing and resting	78%	21.0 m	16	Taking a city break with active recreation (e.g., on / in the water, cycling, hiking)	49%	13.1 m
2	Enjoying nature	77%	20.8 m	17	Using wellness services	49%	13.1 m
3	Enjoying culinary / gastronomic specialities	72%	19.4 m	18	Visiting cultural institutions / using cultural services	48%	12.8 m
4	Swimming and being at the beach	68%	18.3 m	19	Taking a cosy winter holiday trip (even without snow, e.g., slow down, time out, walks, some wellness)	47%	12.8 m
5	Discovering regional products / enjoying regional specialities	67%	18.0 m	20	Experiencing lively places (e.g., trendy shopping districts, festivals, alternative cultural circles, night life)	47%	12.6 m
6	Taking a city break	66%	17.8 m	21	Visiting UNESCO world heritage sites	46%	12.3 m
7	Visiting gardens / parks	58%	15.7 m	22	Experiencing tradition and craft	44%	11.8 m
8	Enjoying water-based holiday activities	58%	15.6 m	23	Shopping	43%	11.6 m
9	Enjoying the (small) city flair / atmosphere	58%	15.6 m	24	Visiting museums / exhibitions / art museums	43%	11.5 m
10	Visiting castles, mansions, parks and gardens	57%	15.4 m	25	Undertaking a sustainable holiday trip (nature preserving / environmentally friendly, economically and socially fair)	43%	11.5 m
11	Visiting castles, palaces and cathedrals	56%	15.2 m	26	Attending culture- / music festivals	42%	11.4 m
12	Visiting castles and mansions	54%	14.6 m	27	Spending holidays in the countryside (e.g., on the farm or vineyard)	41%	11.2 m
13	Visiting beach lounges / beach bars (having small snacks and drinks, relaxing, chilling directly by the sea)	53%	14.2 m	28	Attending events	41%	11.1 m
14	Visiting Christmas markets	53%	14.2 m	29	Visiting dark sky places (i.e., protected landscape areas with particularly clear views of the sky at night)	40%	10.9 m
15	Hiking	52%	13.9 m	30	Experiencing Japanese culture / gastronomy	39%	10.6 m

* Projection of the absolute volume of the prospective interest potential (number of people).

► Note: Last survey taken into consideration in October until December 2021

4.1 Demand: General interest potential – All considered holiday activities (2/2)

Ranking of the considered holiday activities with regard to the general interest potential (mean = 41%)							
Source market: Germany							
Base: All respondents with distinct intention to travel abroad Number of respondents: 871 Top-two-box on a scale from "5 = very interested" to "1 = not at all interested"							
		% of resp.	projection*			% of resp.	projection*
31	Visiting places of contemporary history of the 20th century	39%	10.5 m	46	Practicing winter sports (e.g., cross-country skiing, downhill)	28%	7.7 m
32	Experiencing Contemporary / Modern Culture	38%	10.4 m	47	Visiting industrial heritage sites (e.g., factories, (coal) mines, museums of industrial heritage)	28%	7.5 m
33	Using family offers	38%	10.2 m	48	Undertaking a barrier-free holiday trip	27%	7.3 m
34	Being active and involved in sports	37%	10.0 m	49	Luxurious shopping	26%	7.0 m
35	Visiting film locations	36%	9.6 m	50	Walking the Way of St. James	25%	6.9 m
36	Taking a wine tour (e.g., wine tasting, visiting wine festivals, vineyard walks, participating in the grape harvest)	34%	9.2 m	51	Mountain biking	24%	6.4 m
37	Cycling (not mountain biking)	34%	9.2 m	52	Taking a holiday trip by bus	24%	6.4 m
38	Attending traditional folk events (e.g., marksmen's festivals, carnivals, fairs)	34%	9.1 m	53	Tracing the footsteps of Martin Luther	23%	6.3 m
39	Experiencing fairy tales and legends	33%	9.0 m	54	Using study / educational offers	23%	6.2 m
40	Experiencing Bauhaus and architecture of Classical Modernism	33%	8.9 m	55	Sailing	21%	5.6 m
41	Taking a camping holiday / caravanning holiday / motorhome holiday	32%	8.5 m	56	Horseback riding	19%	5.2 m
42	Experiencing classical seaside resort architecture	31%	8.4 m	57	Performing volunteer / voluntary work (supporting a social or environmental project)	19%	5.1 m
43	Practicing water sports (not sailing)	31%	8.3 m	58	Inline skating / skating	18%	4.9 m
44	Using luxury offers	31%	8.3 m	59	Playing golf (not minigolf)	16%	4.4 m
45	Using health services (self-paying, not a prescribed visit to a health spa)	30%	8.2 m				

* Projection of the absolute volume of the prospective interest potential (number of people).

► **Note:** Last survey taken into consideration in October until December 2021

4.1 Demand: General interest potential – General themes

General interest potential of the general themes

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

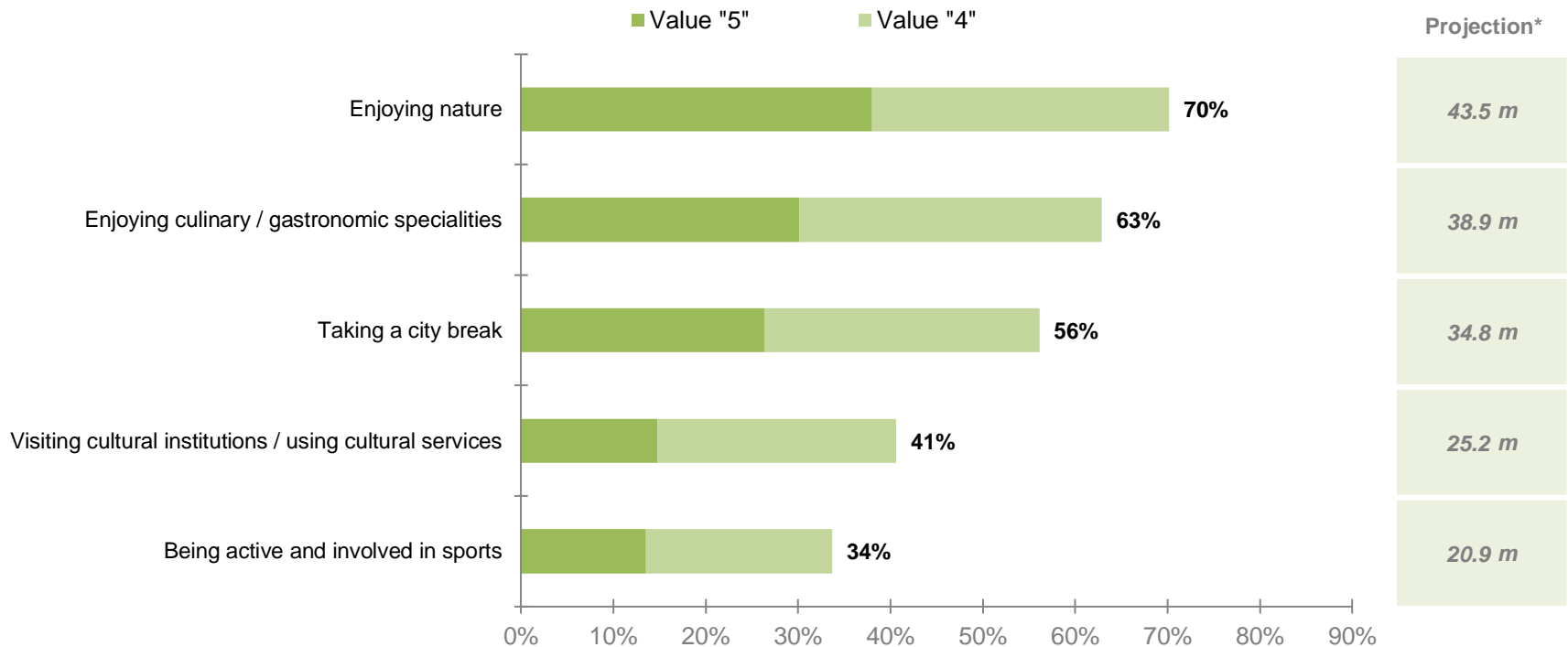
> Top-two-box on a scale from “5 = very interested“ to “1 = not at all interested“ (in % of respondents)

■ General themes

Source market: Germany

Base: All respondents

Number of respondents: 17,000



* Projection of the absolute volume of the prospective interest potential (number of people).

4.1 Demand: General interest potential – General themes

General interest potential of the general themes

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

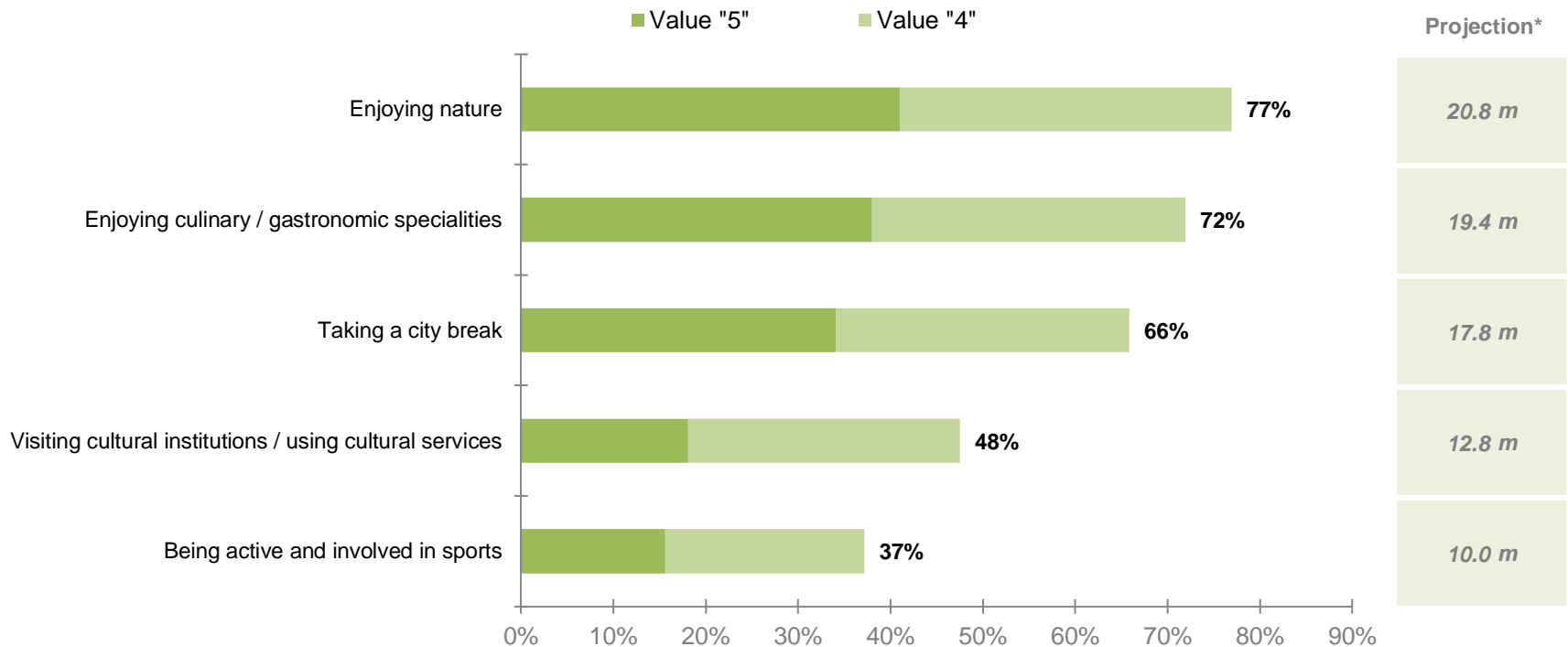
> Top-two-box on a scale from “5 = very interested“ to “1 = not at all interested“ (in % of respondents)

General themes

Source market: Germany

Base: All respondents with distinct intention to travel abroad

Number of respondents: 871



* Projection of the absolute volume of the prospective interest potential (number of people).

4.1 Demand: General interest potential – Specific themes

General interest potential of the specific themes

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

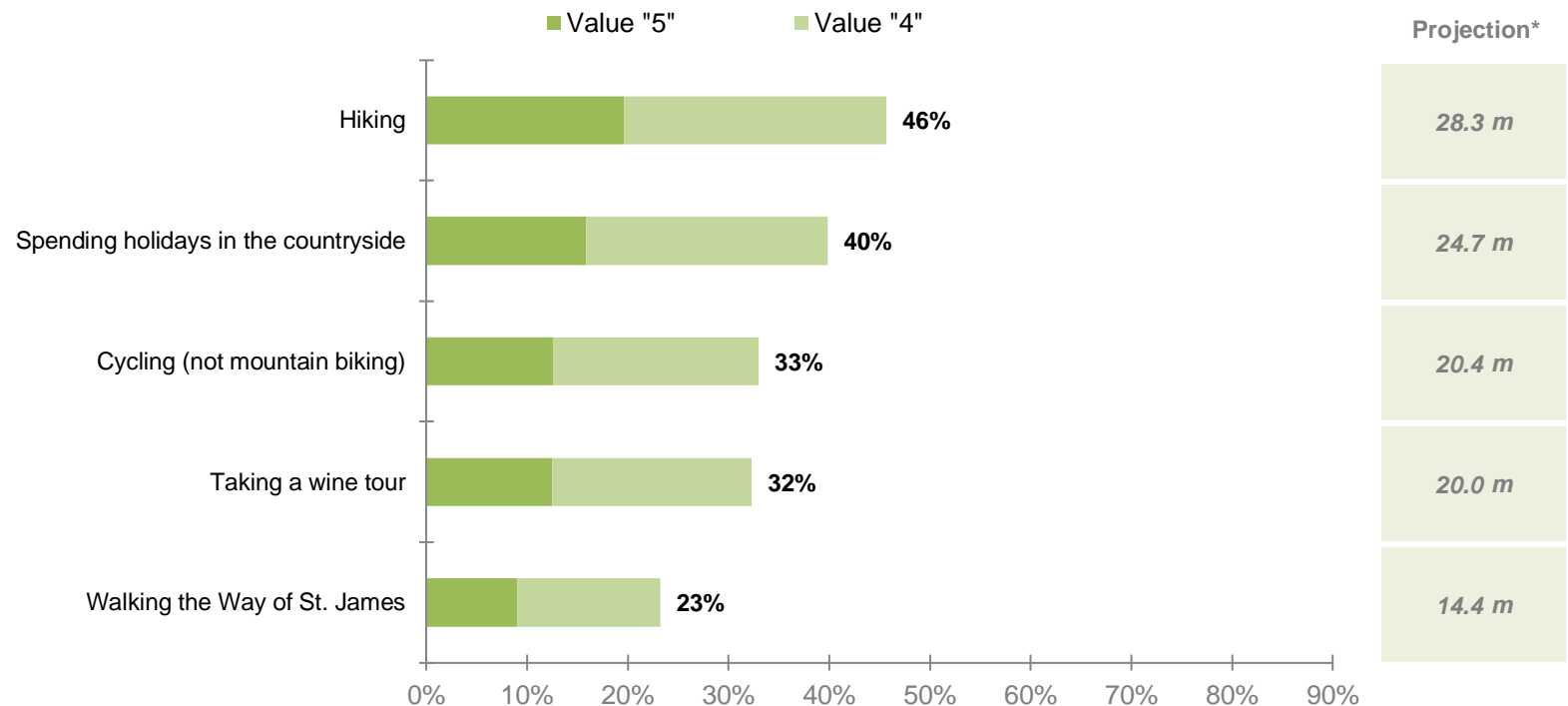
> Top-two-box on a scale from “5 = very interested“ to “1 = not at all interested“ (in % of respondents)

Specific themes of Die nordspanische Region Navarra

Source market: Germany

Base: All respondents

Number of respondents: 17,000



* Projection of the absolute volume of the prospective interest potential (number of people).

4.1 Demand: General interest potential – Specific themes

General interest potential of the specific themes

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

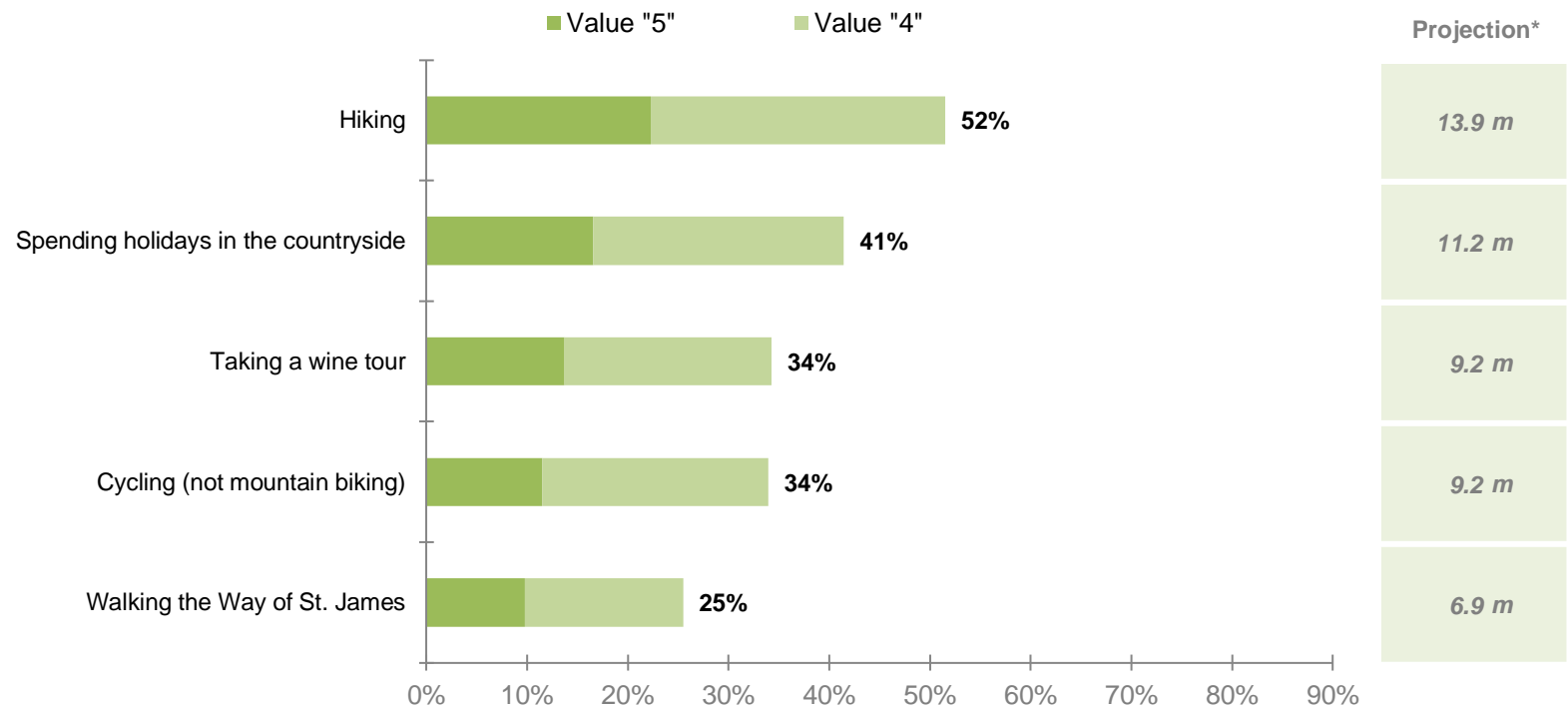
> Top-two-box on a scale from “5 = very interested“ to “1 = not at all interested“ (in % of respondents)

■ Specific themes of Die nordspanische Region Navarra

Source market: Germany

Base: All respondents with distinct intention to travel abroad

Number of respondents: 871



* Projection of the absolute volume of the prospective interest potential (number of people).

4.1 Demand: General interest potential – Polarity profile

General interest potential – Polarity profile

> Mean values (Scale from “5 = very interested“ to “1 = not at all interested“)

■ Holiday activities of Die nordspanische Region Navarra

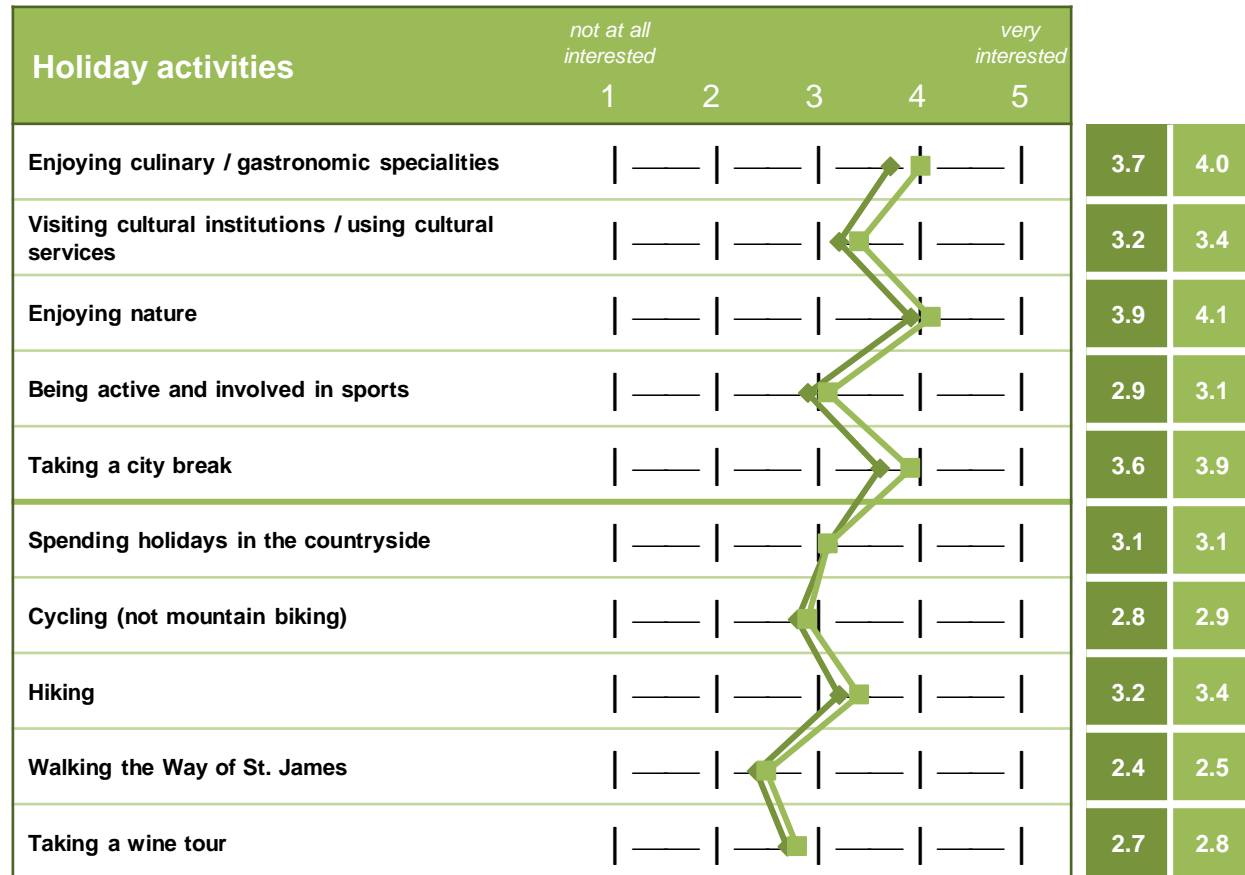
Source market: Germany

Base: All respondents

Number of respondents: min. 871

◆ Base “All respondents“

■ Base “All respondents with distinct intention to travel abroad“



Source: inspektour (international) GmbH, 2021

4.1 Demand: General interest potential – Comparison over time

<i>Source market Germany: Comparability of theme designations over time</i>		
<i>Theme designation Destination Brand 21-18</i>	<i>Theme designation Destination Brand 16-13-10</i>	<i>Time comparison possibilities</i>
DB21 18: Enjoying culinary / gastronomic specialities	DB16 13 10: Enjoying culinary / gastronomic specialities	Direct comparability of the theme designation over time
DB21 18: Visiting cultural institutions / using cultural services	DB16 13 10: Visiting cultural institutions / using cultural services	Direct comparability of the theme designation over time
DB21 18: Enjoying nature	DB16 13 10: Enjoying nature	Direct comparability of the theme designation over time
DB21 18: Being active and involved in sports	DB16 13 10: Sports holiday	Significant limitation of the comparability of the theme designation over time
DB21 18: Taking a city break	DB16 13 10: City break	Direct comparability of the theme designation over time
DB21 18: Spending holidays in the countryside (e.g., on the farm or vineyard)	DB16 13 10: Holidays in the countryside / holidays on the farm or vineyard	Slight limitation of the comparability of the theme designation over time
DB21 18: Cycling (not mountain biking)	DB16 13 10: Cycling (not mountain biking)	Direct comparability of the theme designation over time
DB21 18: Hiking	DB16 13 10: Hiking	Direct comparability of the theme designation over time
DB21: Walking the Way of St. James; DB18: --	DB16 13 10: --	No comparability of the theme designation over time
DB21: Taking a wine tour (e.g., wine tasting, visiting wine festivals, vineyard walks, participating in the grape harvest)); DB18: --	DB16 13 10: Wine tour (e.g., wine tasting, visiting wine festivals, vineyard walks, participating in the grape harvest)	Direct comparability of the theme designation over time

► **Background for partially existing limitations in the comparability of the theme designations over time:**

Compared to the predecessor studies DB16-13-10, there may be limitations in the comparability of designations over time for individual themes. This is due to the standardisation of all theme designations as holiday activities (previously also partly designated as holiday types) in the context of the study DB18. In the course of this optimisation, the designations were also harmonised in the survey contents of the general interest potential and the supported theme competence of the destinations. The addition or omission of individual holiday themes arises from the expansion of the study to include international source markets and the relevance of the themes within these source markets.

For the interpretation of the following comparisons over time, the partially existing differences between the study years with regard to the theme designations must be taken into account (see the overview above). In the course of the comparisons over time on the following slides, only the general short versions of the theme designations are used for clarity purposes, e.g., “Culinary” as the short version for “Enjoying culinary / gastronomic specialities”.

4.1 Demand: General interest potential – Comparison over time

General interest potential of the general themes

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

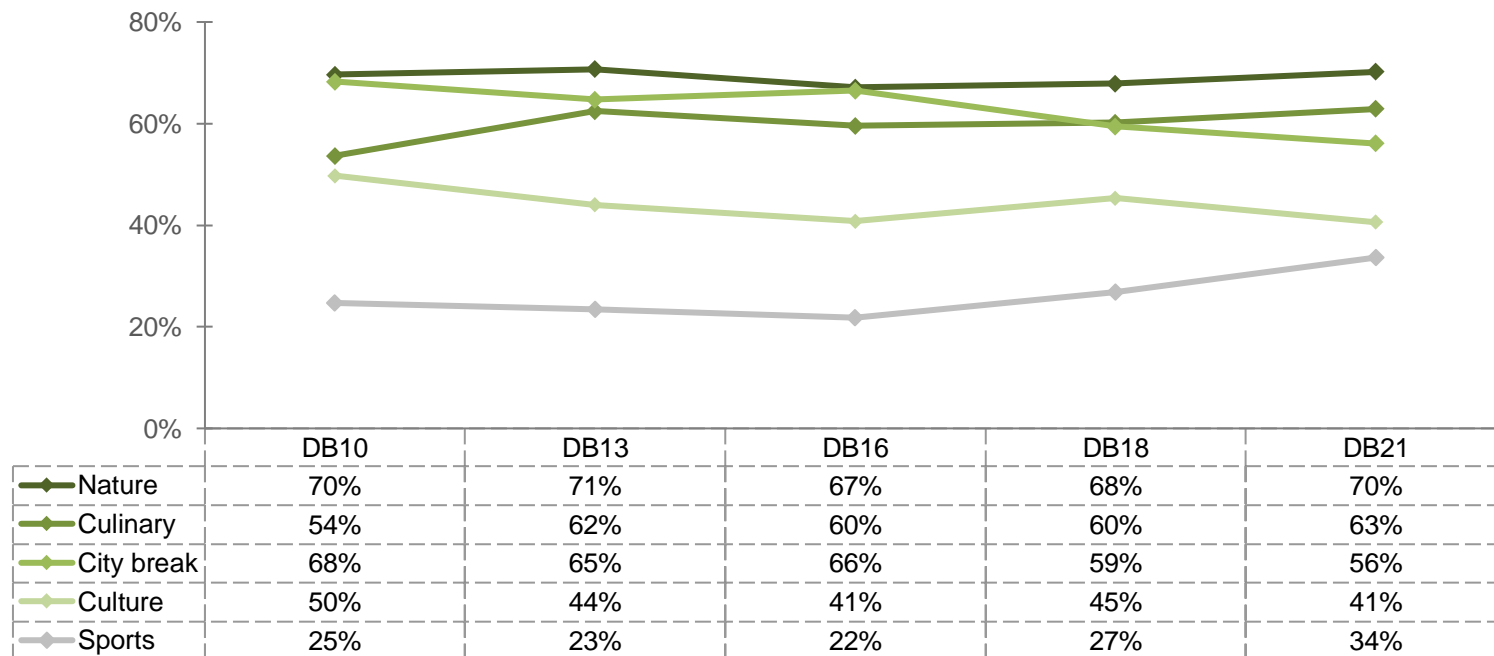
> Top-two-box on a scale from “5 = very interested“ to “1 = not at all interested“ (in % of respondents)

■ General themes

Source market: Germany

Base: All respondents

Number of respondents: min. 4,000



► **Note:** Further explanations on possible limitations of the comparability of the theme designations per holiday activity over time can be taken from the previous tabular overview.

Source: Institute for Management and Tourism (IMT), 2010 / 2013; inspektour GmbH, 2016; inspektour (international) GmbH / IMT of the FH Westküste, 2018; inspektour (international) GmbH, 2021

4.1 Demand: General interest potential – Comparison over time

General interest potential of the specific themes

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

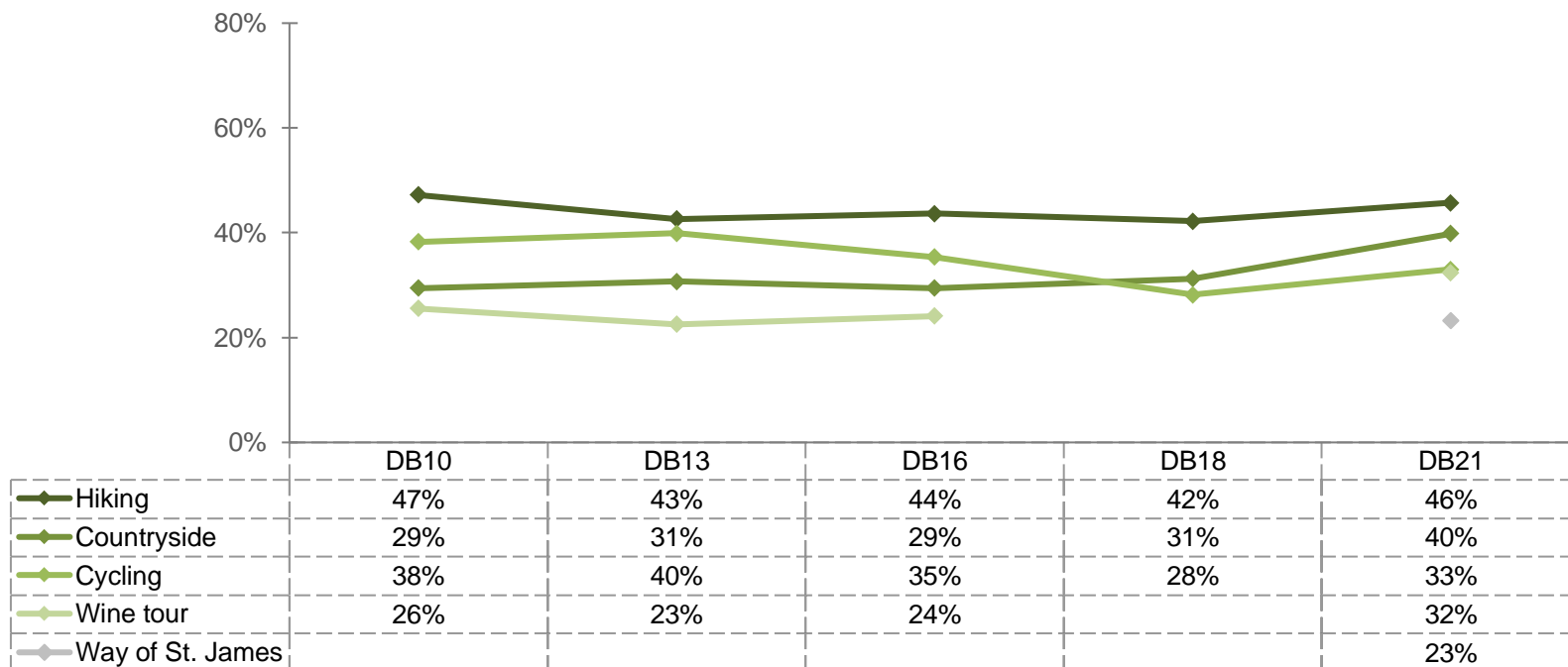
> Top-two-box on a scale from “5 = very interested“ to “1 = not at all interested“ (in % of respondents)

■ **Specific themes of Die nordspanische Region Navarra**

Source market: Germany

Base: All respondents

Number of respondents: min. 4,000



► **Note:** Further explanations on possible limitations of the comparability of the theme designations per holiday activity over time can be taken from the previous tabular overview.

Source: Institute for Management and Tourism (IMT), 2010 / 2013; inspektour GmbH, 2016; inspektour (international) GmbH / IMT of the FH Westküste, 2018; inspektour (international) GmbH, 2021



4.1 Demand: General interest potential – Comparison by source market

General interest potential of the general themes

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

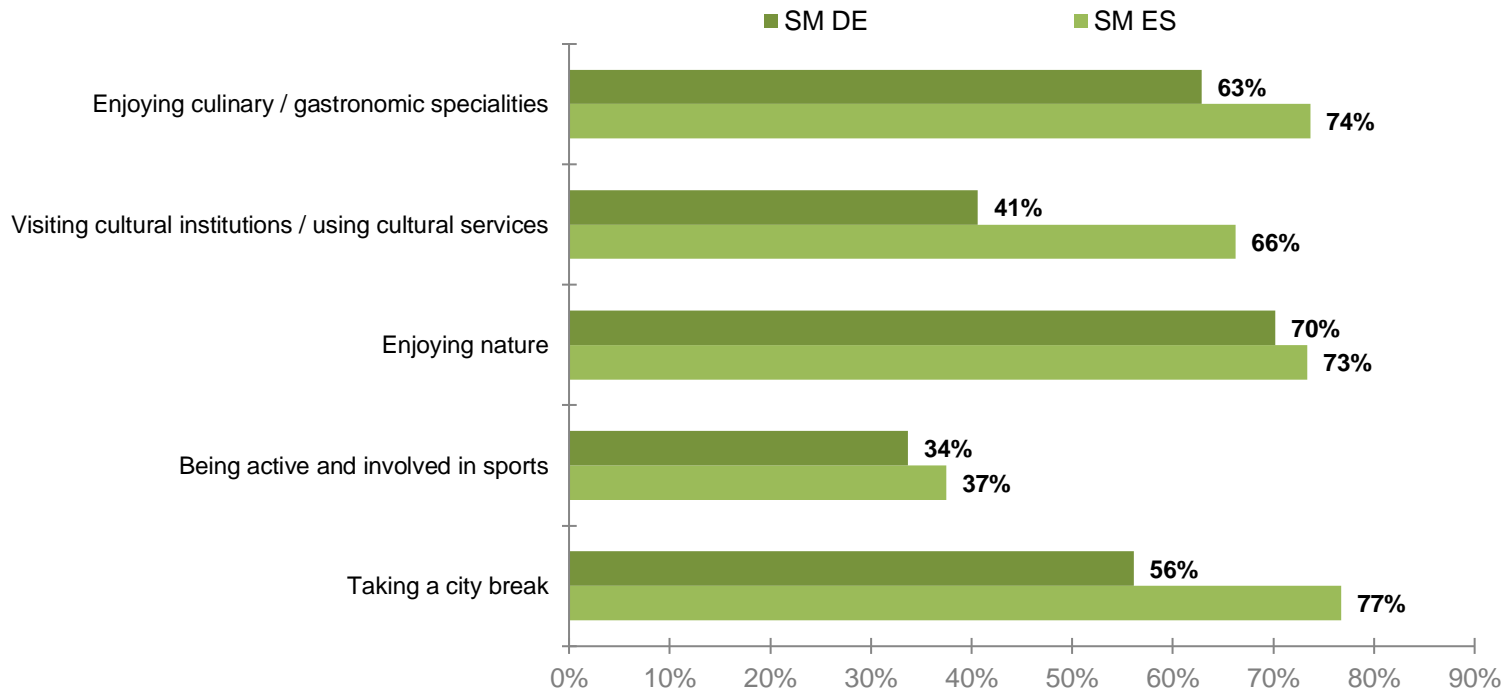
> Top-two-box on a scale from “5 = very interested“ to “1 = not at all interested“ (in % of respondents)

■ General themes

Source market: Comparison

Base: All respondents

Number of respondents: min. 1,000



Source: inspektour (international) GmbH, 2021

4.1 Demand: General interest potential – Comparison by source market

General interest potential of the specific themes

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

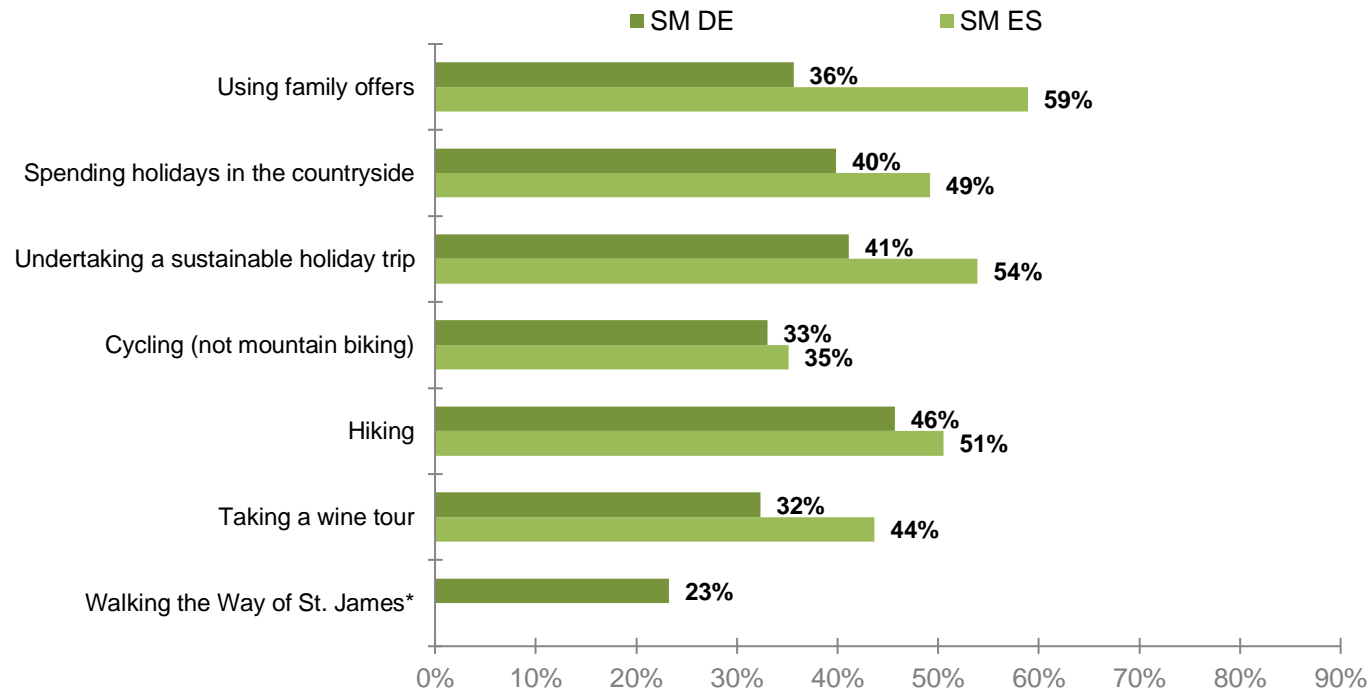
> Top-two-box on a scale from “5 = very interested“ to “1 = not at all interested“ (in % of respondents)

■ **Specific themes of Die nordspanische Region Navarra**

Source market: Comparison

Base: All respondents

Number of respondents: min. 1,000



* The theme “Way of St. James” was not surveyed in the source market Spain.

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4.2 Supply: Supported theme suitability – General themes

Supported theme suitability of the general themes

> In your opinion, to what extent is the following international tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

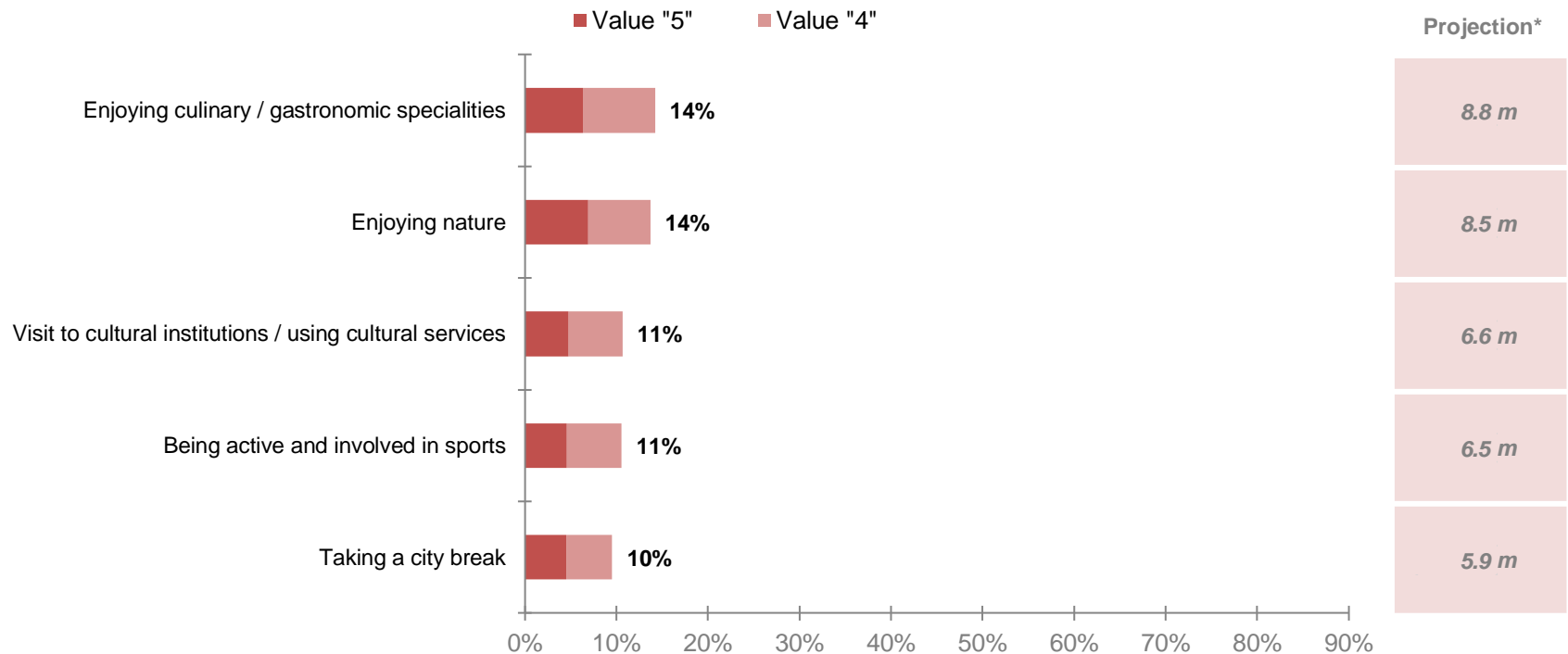
> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Base: All respondents

Number of respondents: 1,000



► **Note:** Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

* Projection of the absolute volume of the attributed suitability of each theme (number of people).

Source: inspektour (international) GmbH, 2021



4.2 Supply: Supported theme suitability – Specific themes

Supported theme suitability of the specific themes

> In your opinion, to what extent is the following international tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

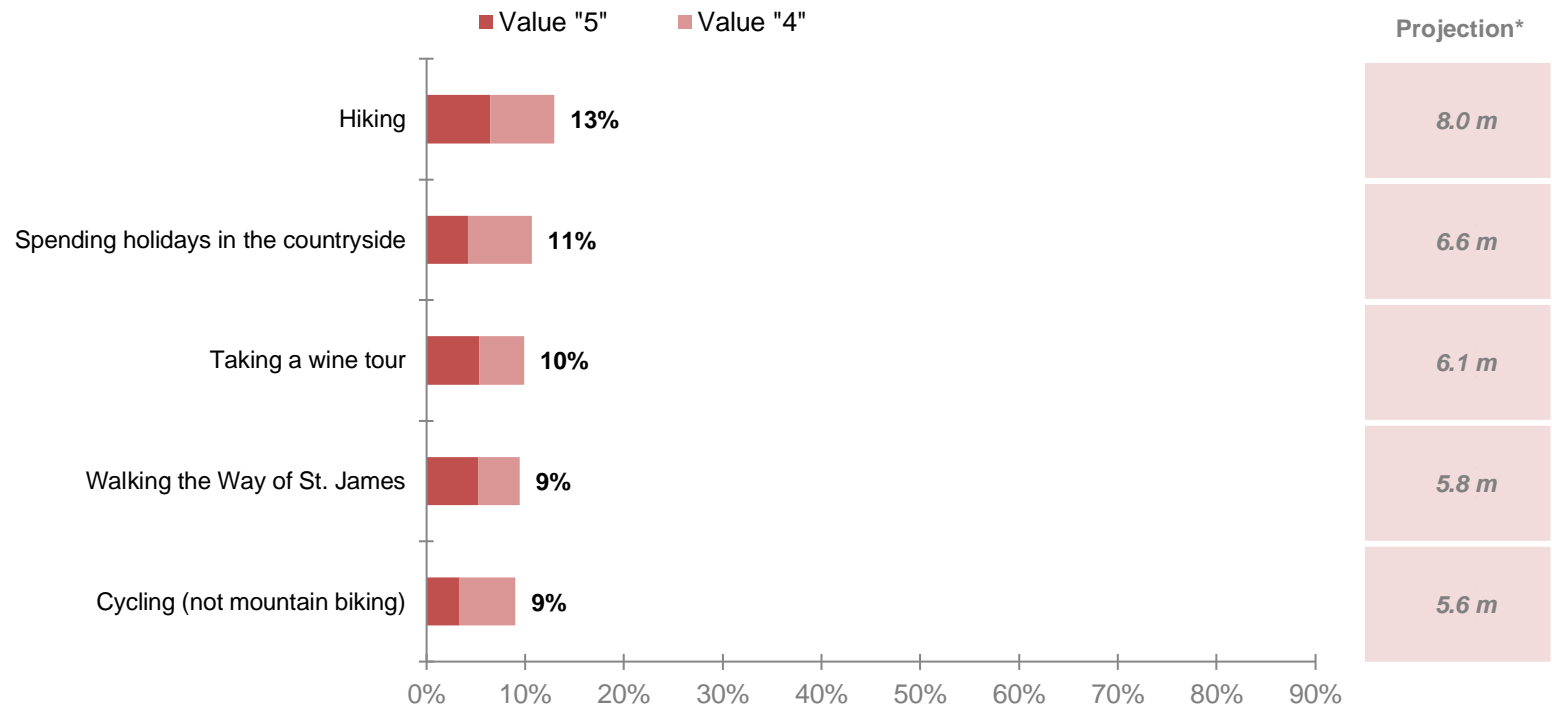
> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Base: All respondents

Number of respondents: 1,000



► **Note:** Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

* Projection of the absolute volume of the attributed suitability of each theme (number of people).

Source: inspektour (international) GmbH, 2021



4.2 Supply: Supported theme suitability – General themes by subgroups

Supported theme suitability of the general themes

> In your opinion, to what extent is the following international tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

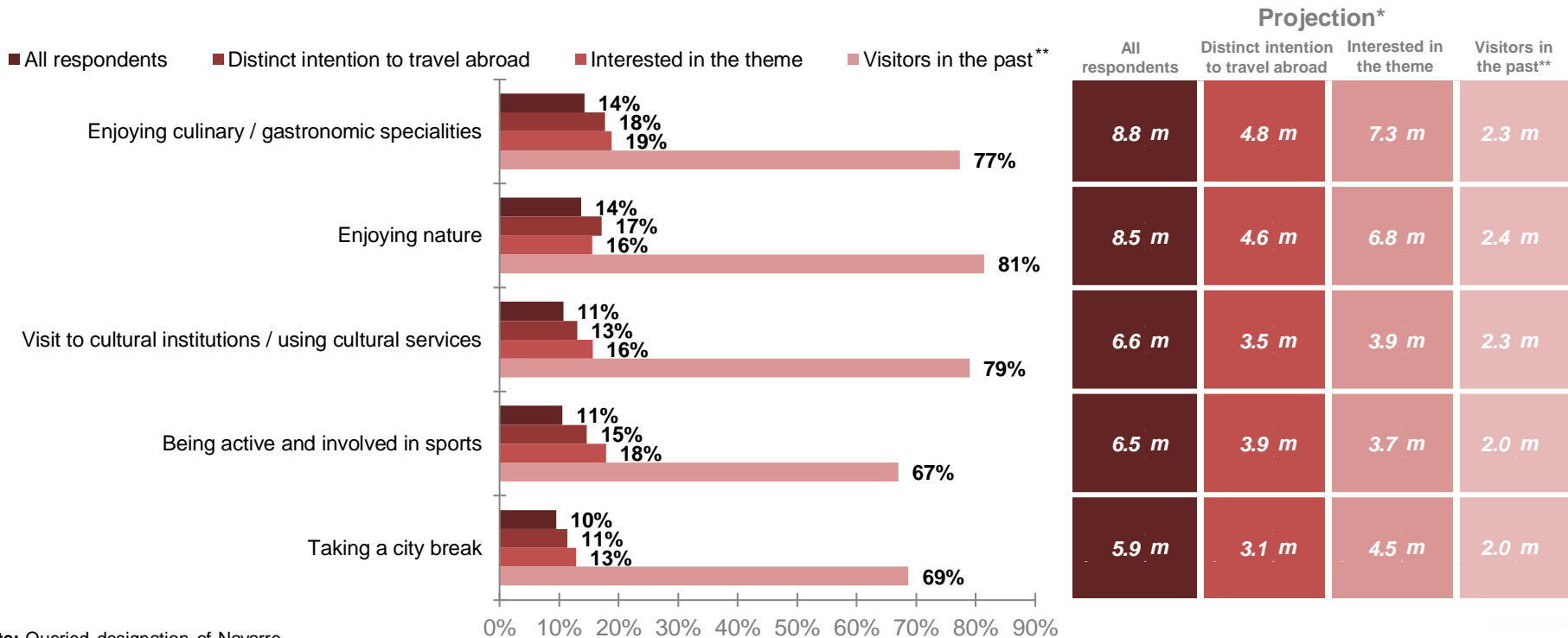
■ Die nordspanische Region Navarra

Source market: Germany

Base: All respondents

Number of respondents: 1,000

Number of resp. by subgroups: varying



► Note: Queried designation of Navarra

for German respondents = “Die nordspanische Region Navarra”

* Projection of the absolute volume of the attributed suitability of each theme (number of people).

** Sample size < 100: Higher statistical uncertainty due to relatively small sample size.

Source: inspektour (international) GmbH, 2021

4.2 Supply: Supported theme suitability – Specific themes by subgroups

Supported theme suitability of the specific themes

> In your opinion, to what extent is the following international tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

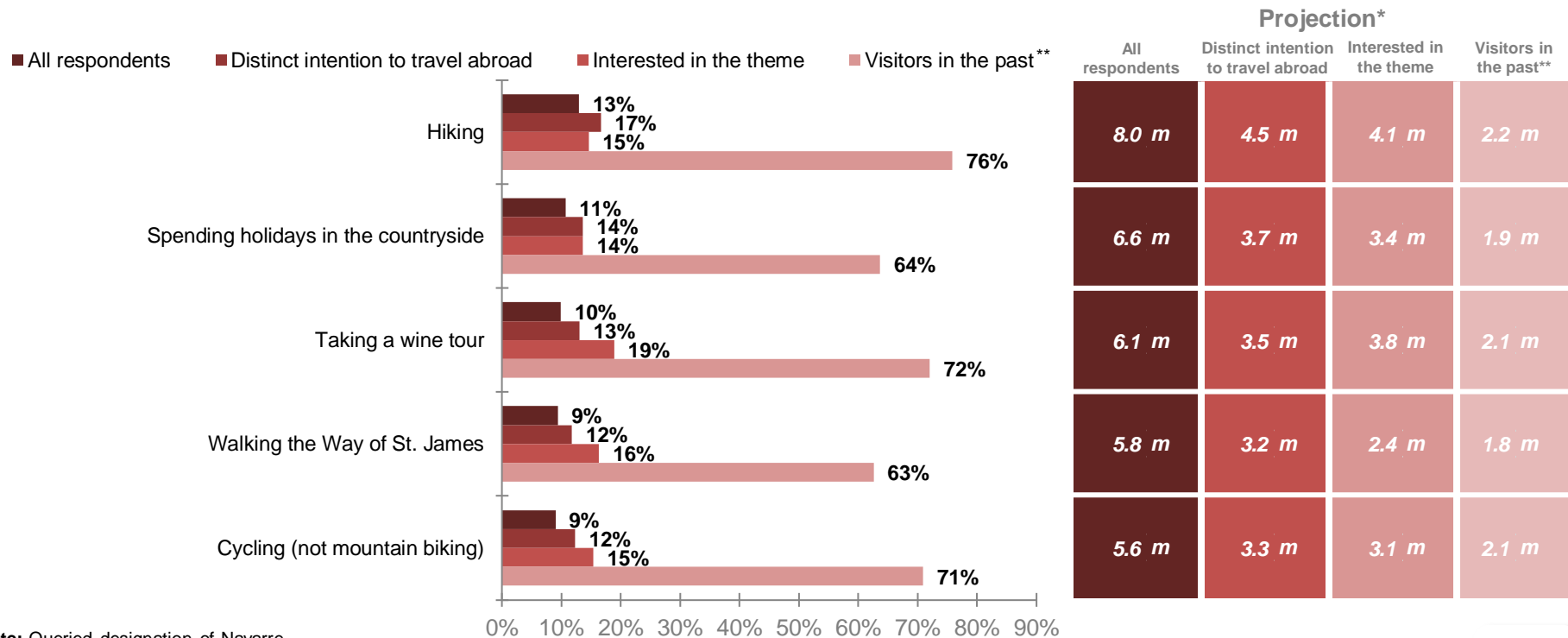
■ Die nordspanische Region Navarra

Source market: Germany

Base: All respondents

Number of respondents: 1,000

Number of resp. by subgroups: varying



► Note: Queried designation of Navarra

for German respondents = “Die nordspanische Region Navarra”

* Projection of the absolute volume of the attributed suitability of each theme (number of people).

** Sample size < 100: Higher statistical uncertainty due to relatively small sample size.

Source: inspektour (international) GmbH, 2021



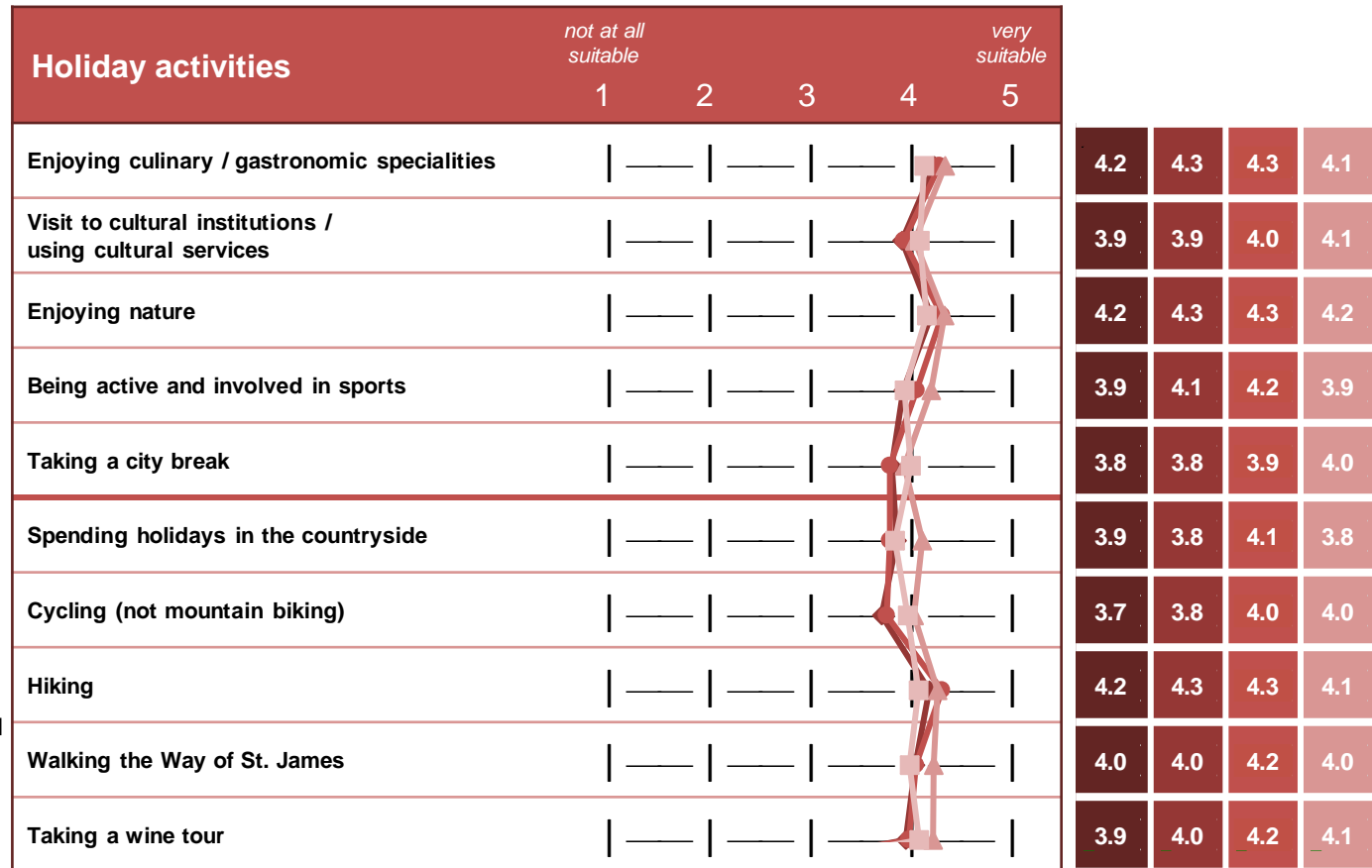
4.2 Supply: Supported theme suitability – Polarity profile

Supported theme suitability – Polarity profile

> Mean values (Scale from “5 = very suitable“ to “1 = not at all suitable“)

Die nordspanische Region Navarra

Source market: Germany
Base: All respondents
Number of respondents: 1,000
Number of respondents by subgroups: varying



* Sample size < 100: Higher statistical uncertainty due to relatively small sample size.

► **Note:** Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

4.2 Supply: Supported theme suitability – Comparison by source market

Supported theme suitability of the general themes

> In your opinion, to what extent is the following tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

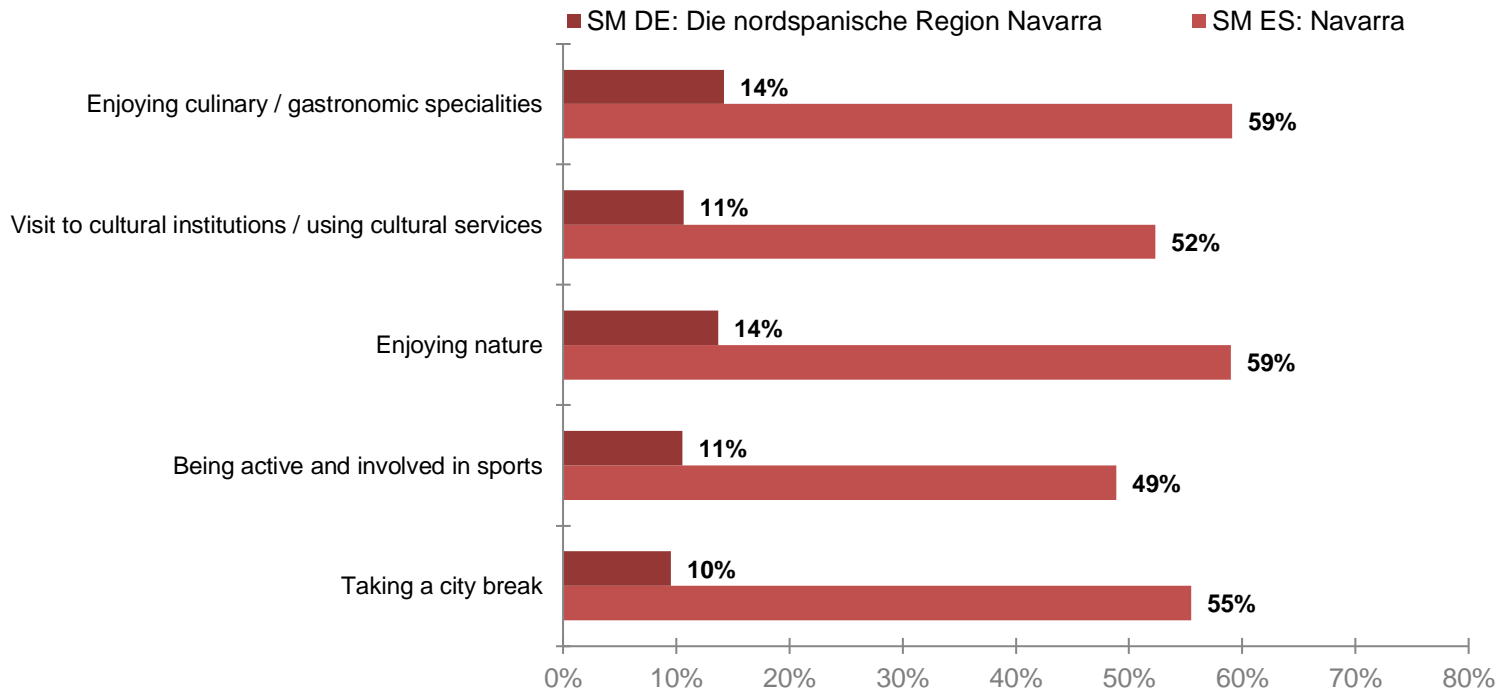
> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Comparison

Base: All respondents

Number of respondents: min. 1,000



Source: inspektour (international) GmbH, 2021

4.2 Supply: Supported theme suitability – Comparison by source market

Supported theme suitability of the specific themes

> In your opinion, to what extent is the following tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

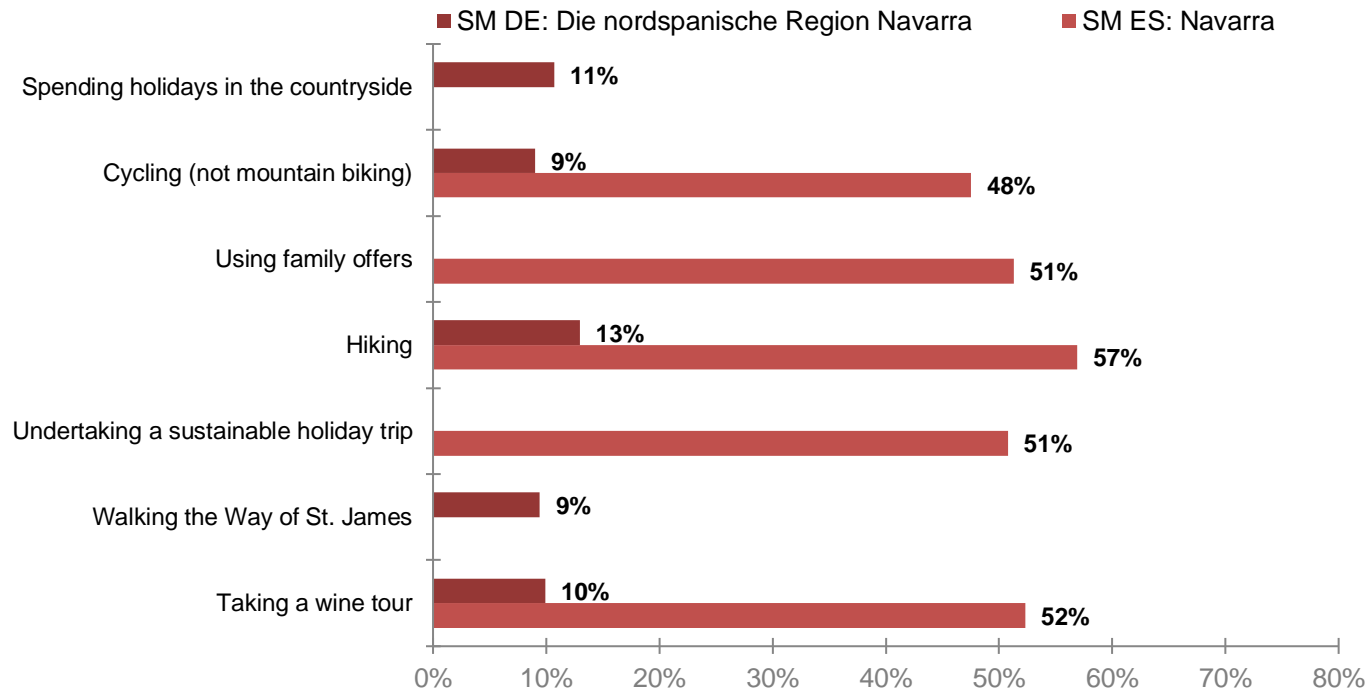
> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Comparison

Base: All respondents

Number of respondents: min. 1,000



► **Note:** In the case of values not shown, the respective specific theme was not surveyed in the relevant source market for the destination Navarre.

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4.3 Competition: Comparison with competitors – Cat. 1: All international destinations Source market: Germany

DESTINATION BRAND 21		Source market: Germany				Category 1: All international destinations					
Die nordspanische Region Navarra (N = 1,000)	Number of destinations in category	Base: All respondents				Base: Distinct intention to travel abroad			Base: Respondents with interest in the theme		
		own value		mean	rank	own value	mean	rank	own value	mean	rank
		in %	projection*								
Enjoying culinary / gastronomic specialities	20	14%	8.8 m	38%	20.	18%	46%	19.	19%	48%	19.
Visit to cultural institutions / using cultural services		11%	6.6 m	34%	19.	13%	41%	19.	16%	46%	19.
Enjoying nature		14%	8.5 m	39%	20.	17%	46%	20.	16%	45%	20.
Being active and involved in sports		11%	6.5 m	33%	20.	15%	41%	20.	18%	41%	20.
Taking a city break		10%	5.9 m	36%	19.	11%	43%	19.	13%	44%	19.

* Projection of the absolute volume for supported theme competence (number of people). Projections for the sub-groups “respondents with distinct intention to travel abroad” and “respondents with interest in the theme” can be found in chapter 4.2.

- **Note 1:** Last survey taken into consideration October until December 2021
- **Note 2:** Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

4.3 Competition: Comparison with competitors – Cat. 2: All regions

Source market: Germany

DESTINATION BRAND 21		Source market: Germany		Category 2: All regions					
Die nordspanische Region Navarra (N = 1,000)	Number of destinations in category	Base: All respondents				Base: Respondents with interest in the theme			
		own value		mean	rank	own value		mean	rank
		in %	projection*			in %	projection*		
Enjoying culinary / gastronomic specialities	116	14%	8.8 m	29%	99.	19%	7.3 m	37%	99.
Visit to cultural institutions / using cultural services		11%	6.6 m	23%	100.	16%	3.9 m	33%	107.
Enjoying nature		14%	8.5 m	37%	106.	16%	6.8 m	44%	107.
Being active and involved in sports		11%	6.5 m	31%	108.	18%	3.7 m	38%	102.
Taking a city break		10%	5.9 m	22%	98.	13%	4.5 m	28%	97.

* Projection of the absolute volume for supported theme competence (number of people).

► **Note 1:** Last survey taken into consideration October until December 2021

► **Note 2:** Queried designation of Navarre for German respondents = "Die nordspanische Region Navarra"

4.3 Competition: Comparison with competitors – Cat. 3: All considered destinations

Source market: Germany

DESTINATION BRAND 21		Source market: Germany		Category 3: All considered destinations					
Die nordspanische Region Navarra (N = 1,000)	Number of destinations in category	Base: All respondents				Base: Respondents with interest in the theme			
		own value		mean	rank	own value		mean	rank
		in %	projection*			in %	projection*		
Enjoying culinary / gastronomic specialities	171	14%	8.8 m	31%	153.	19%	7.3 m	39%	153.
Visit to cultural institutions / using cultural services		11%	6.6 m	27%	155.	16%	3.9 m	37%	162.
Enjoying nature		14%	8.5 m	34%	157.	16%	6.8 m	40%	159.
Being active and involved in sports		11%	6.5 m	29%	162.	18%	3.7 m	37%	155.
Taking a city break		10%	5.9 m	27%	153.	13%	4.5 m	34%	152.
Spending holidays in the countryside	14	11%	6.6 m	23%	13.	14%	3.4 m	29%	13.
Cycling (not mountain biking)	116	9%	5.6 m	26%	114.	15%	3.1 m	34%	109.
Hiking	100	13%	8.0 m	35%	91.	15%	4.1 m	43%	94.
Walking the Way of St. James	1	9%	5.8 m	No competitive comparison possible, topic only surveyed for 1 destination		16%	2.4 m	No competitive comparison possible, topic only surveyed for 1 destination	
Taking a wine tour	29	10%	6.1 m	29%	28.	19%	3.8 m	40%	26.

* Projection of the absolute volume for supported theme competence (number of people).

- **Note 1:** Last survey taken into consideration October until December 2021
- **Note 2:** Queried designation of Navarre for German respondents = "Die nordspanische Region Navarra"

Source: inspektour (international) GmbH, 2021



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4.4 Summary: Quadrant analysis

Quadrant analysis Die nordspanische Region Navarra

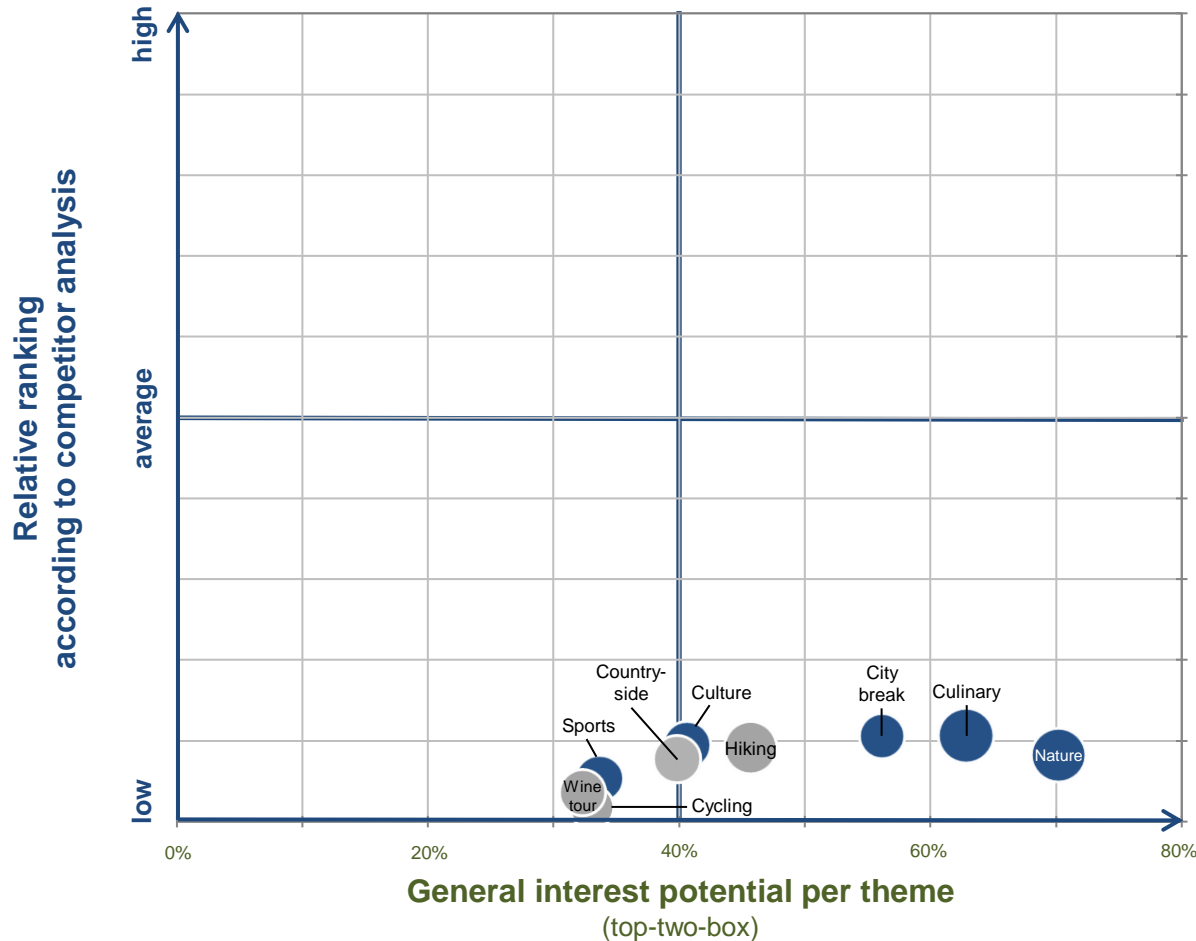
> Category for relative ranking according to competitor analysis:
All considered destinations (up to 171 tourist destinations per theme)

■ Die nordspanische Region Navarra

Source market: Germany

Base: All respondents

Number of respondents: 1,000



- General themes
- Special themes

Note:

- ▶ Size of circles = Supported theme suitability of Die nordspanische Region Navarra
- ▶ Queried designation of Navarra for German respondents = "Die nordspanische Region Navarra"
- ▶ Last survey taken into consideration in October until December 2021
- ▶ The topic "Way of St. James" cannot be displayed in the quadrant analysis, as it was only investigated for one destination.

Source: inspektour (international) GmbH, 2021

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5. Demand: General interest potential – *Holiday activities in detail*

Interest potential of the holiday activity: “Enjoying culinary / gastronomic specialities“

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

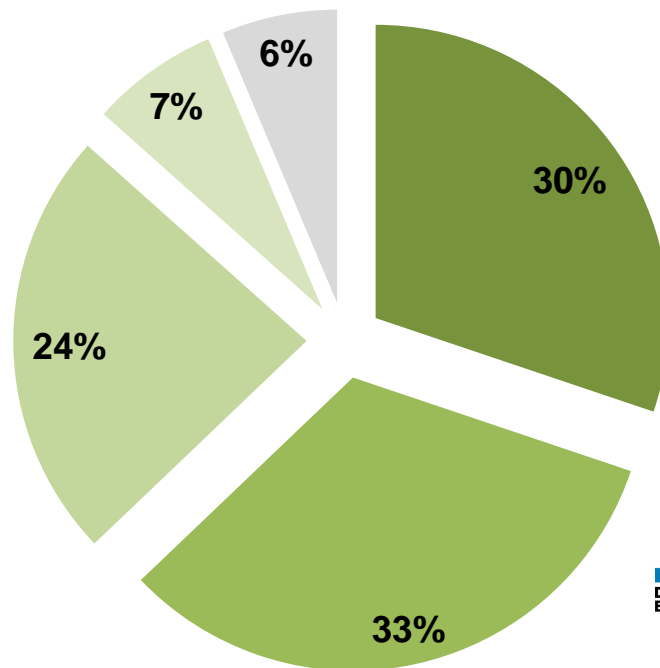
> Values (in % of respondents)

■ Culinary

Source market: Germany

Base: All respondents

Number of respondents: 17,000



Ø** = 3.7

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from "5 = very interested" to "1 = not at all interested"

5. Demand: General interest potential – *Holiday activities in detail*

Interest potential of the holiday activity: “Visiting cultural institutions / using cultural services“

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

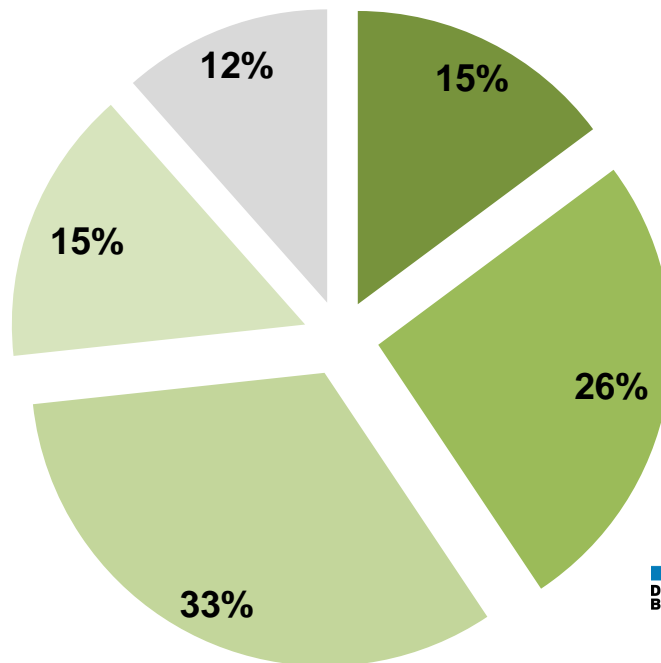
> Values (in % of respondents)

■ Culture

Source market: Germany

Base: All respondents

Number of respondents: 17,000



Ø** = 3.2

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from "5 = very interested" to "1 = not at all interested"

5. Demand: General interest potential – *Holiday activities in detail*

Interest potential of the holiday activity: “Enjoying nature“

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

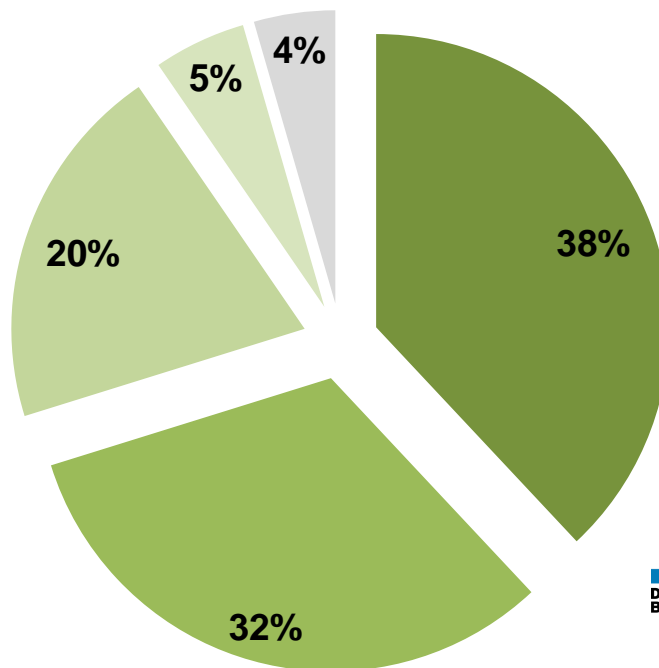
> Values (in % of respondents)

■ Nature

Source market: Germany

Base: All respondents

Number of respondents: 17,000



Ø** = 3.9

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from "5 = very interested" to "1 = not at all interested"

5. Demand: General interest potential – *Holiday activities in detail*

Interest potential of the holiday activity: “Being active and involved in sports“

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

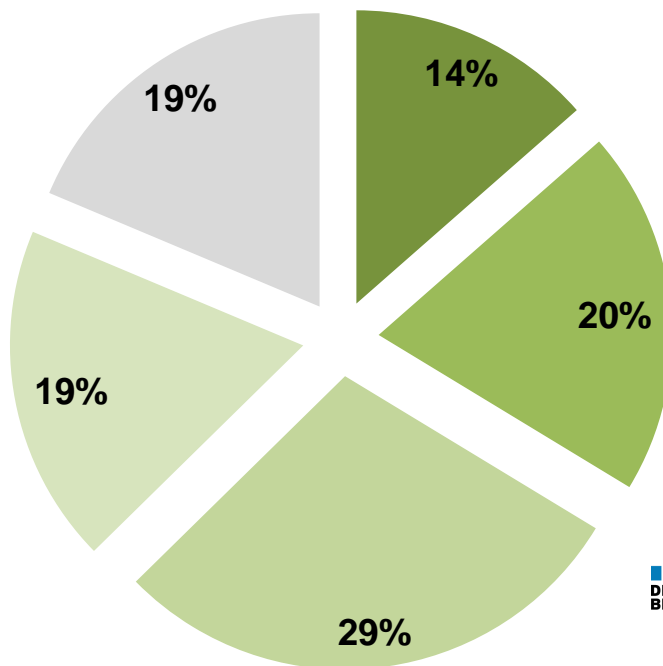
> Values (in % of respondents)

■ Sports

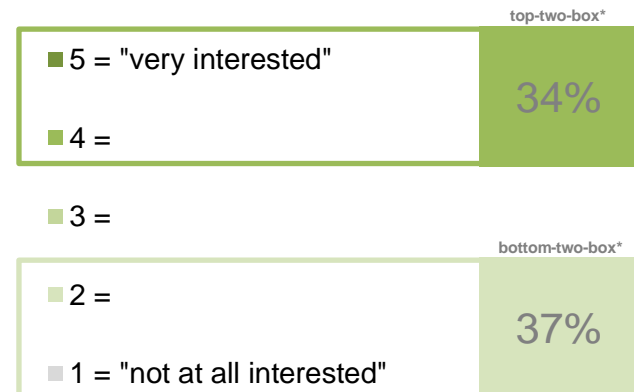
Source market: Germany

Base: All respondents

Number of respondents: 17,000



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BRAND 21



Ø** = 2.9

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from "5 = very interested" to "1 = not at all interested"

5. Demand: General interest potential – *Holiday activities in detail*

Interest potential of the holiday activity: “Taking a city break”

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

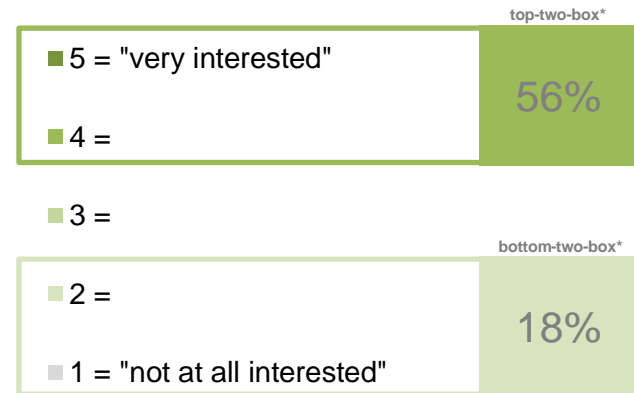
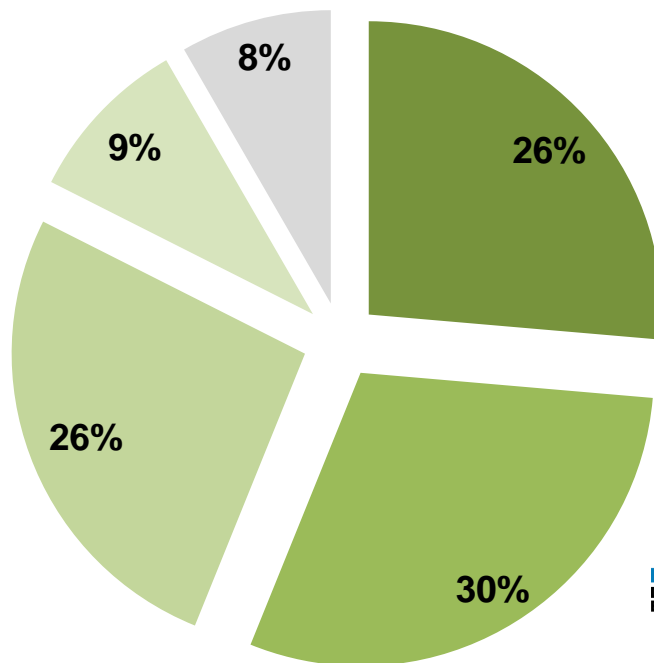
> Values (in % of respondents)

■ City break

Source market: Germany

Base: All respondents

Number of respondents: 17,000



Ø** = 3.6

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from "5 = very interested" to "1 = not at all interested"

5. Demand: General interest potential – *Holiday activities in detail*

Interest potential of the holiday activity:

“Spending holidays in the countryside (e.g., on the farm or vineyard)“

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

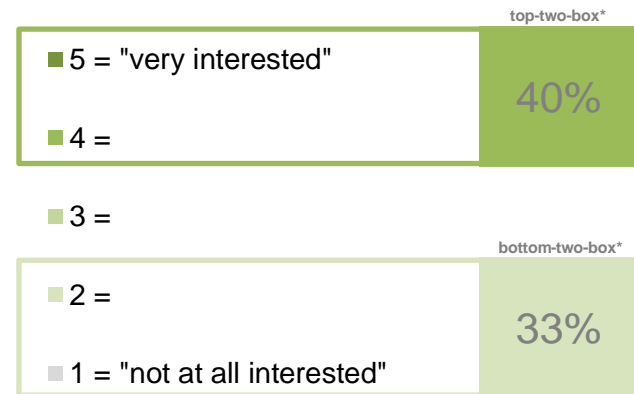
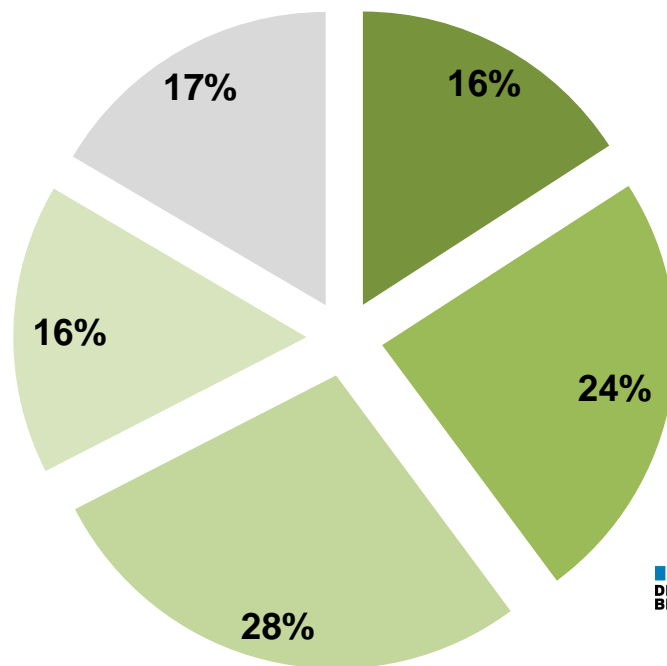
> Values (in % of respondents)

■ Countryside

Source market: Germany

Base: All respondents

Number of respondents: 17,000



Ø** = 3.1

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from "5 = very interested" to "1 = not at all interested"

5. Demand: General interest potential – *Holiday activities in detail*

Interest potential of the holiday activity: “Cycling (not mountain biking)”

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

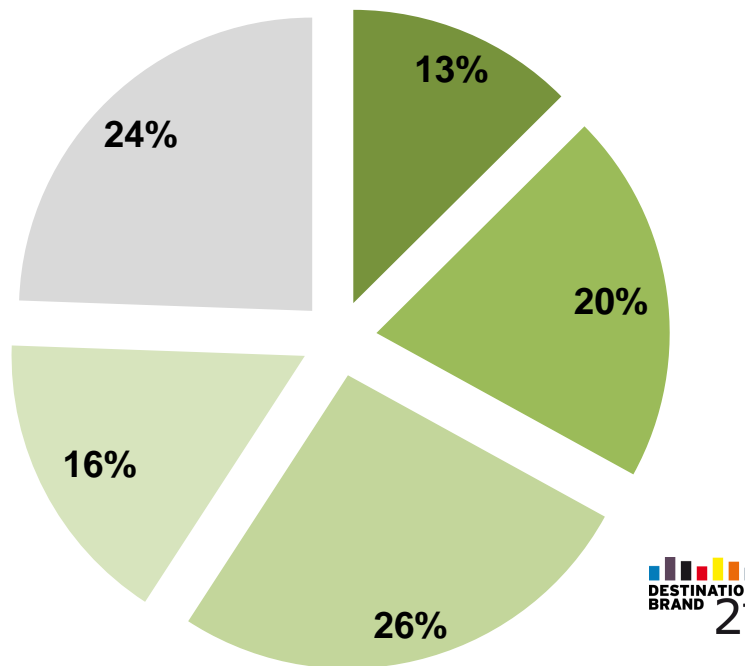
> Values (in % of respondents)

■ Cycling

Source market: Germany

Base: All respondents

Number of respondents: 17,000



Ø** = 2.8

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from "5 = very interested" to "1 = not at all interested"

5. Demand: General interest potential – *Holiday activities in detail*

Interest potential of the holiday activity: “Hiking”

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

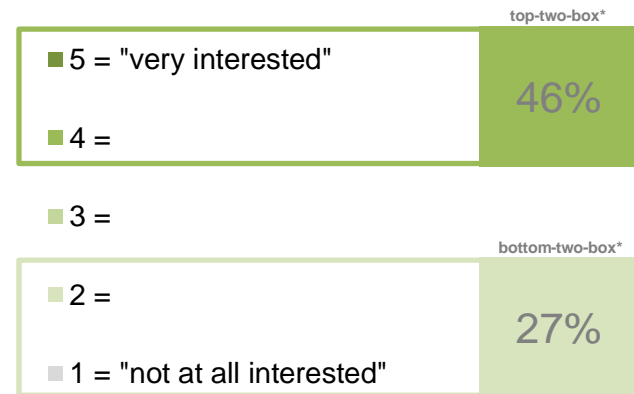
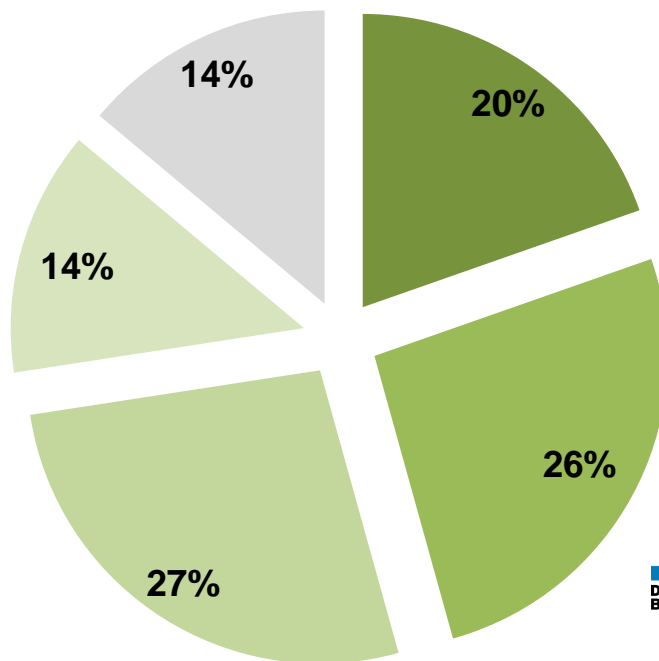
> Values (in % of respondents)

■ Hiking

Source market: Germany

Base: All respondents

Number of respondents: 17,000



Ø** = 3.2

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from "5 = very interested" to "1 = not at all interested"

5. Demand: General interest potential – *Holiday activities in detail*

Interest potential of the holiday activity: “Walking the Way of St. James“

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

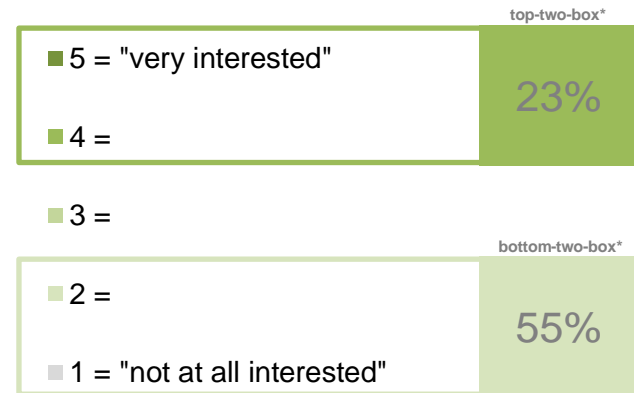
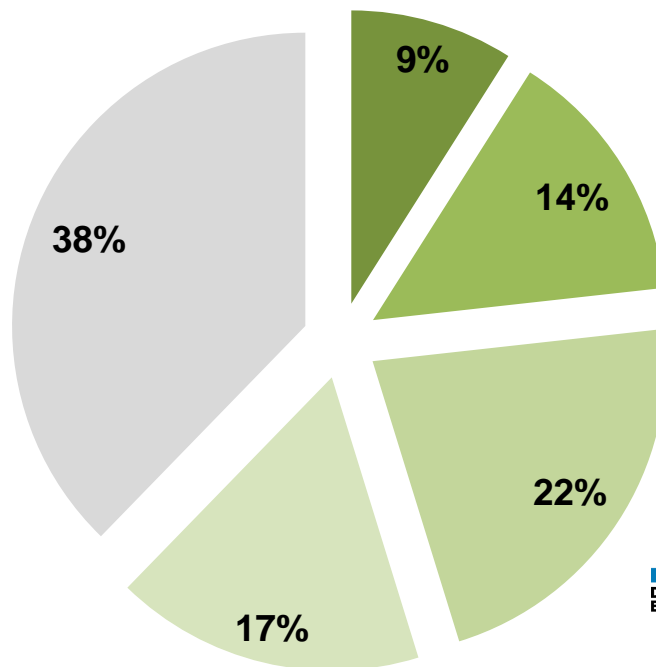
> Values (in % of respondents)

■ Way of St. James

Source market: Germany

Base: All respondents

Number of respondents: 17,000



Ø** = 2.4

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from "5 = very interested" to "1 = not at all interested"

5. Demand: General interest potential – *Holiday activities in detail*

Interest potential of the holiday activity: “Taking a wine tour (e.g., wine tasting, visiting wine festivals, vineyard walks, participating in the grape harvest)”

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

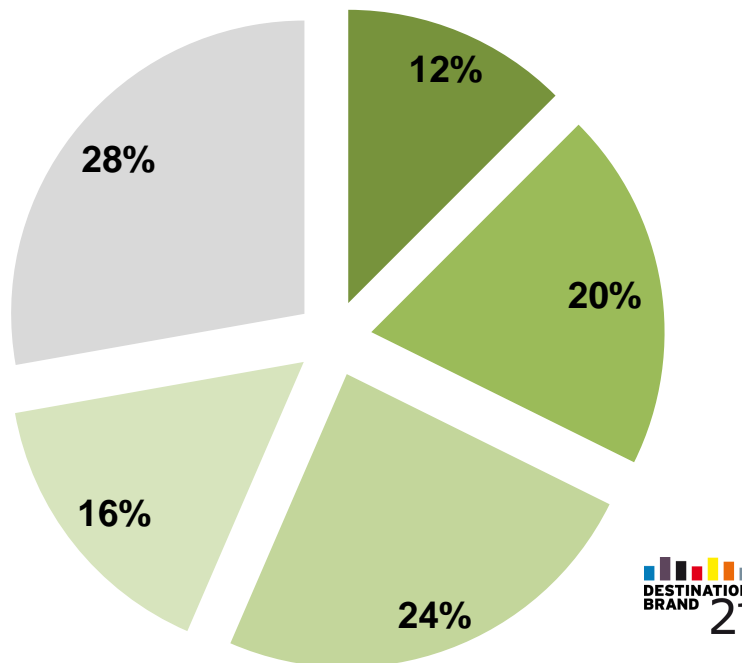
> Values (in % of respondents)

■ **Wine tour**

Source market: Germany

Base: All respondents

Number of respondents: 17,000



Ø** = 2.7

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from "5 = very interested" to "1 = not at all interested"

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6.1 Supply: Supported theme suitability – Results of univariate analysis

Supported theme suitability for the holiday activity: “Enjoying culinary / gastronomic specialities”

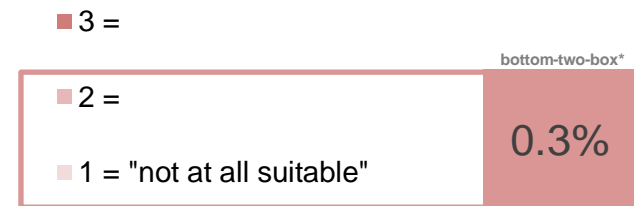
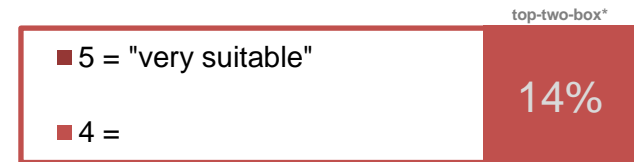
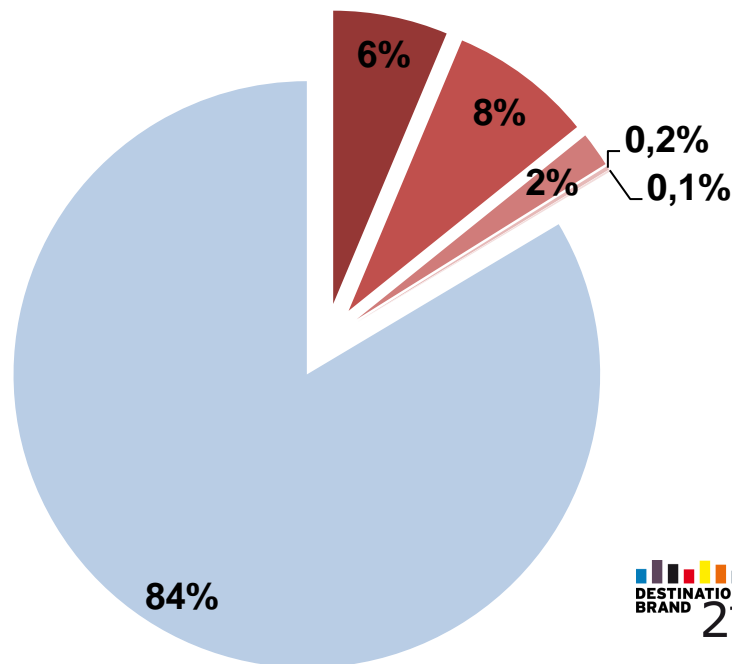
> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Values (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Base: All respondents

Number of respondents: 1,000



■ don't know



Ø** = 4.2

► **Note:** Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from “5 = very suitable” to “1 = not at all suitable”

6.1 Supply: Supported theme suitability – Results of univariate analysis

Supported theme suitability for the holiday activity: “Visit to cultural institutions / using cultural services”

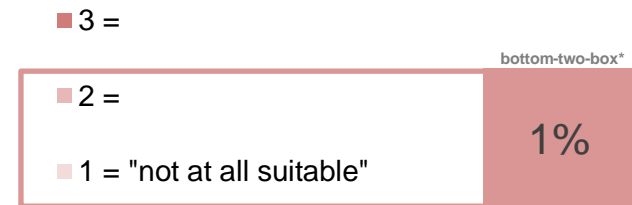
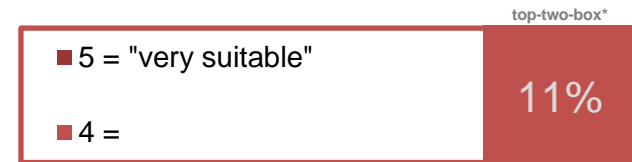
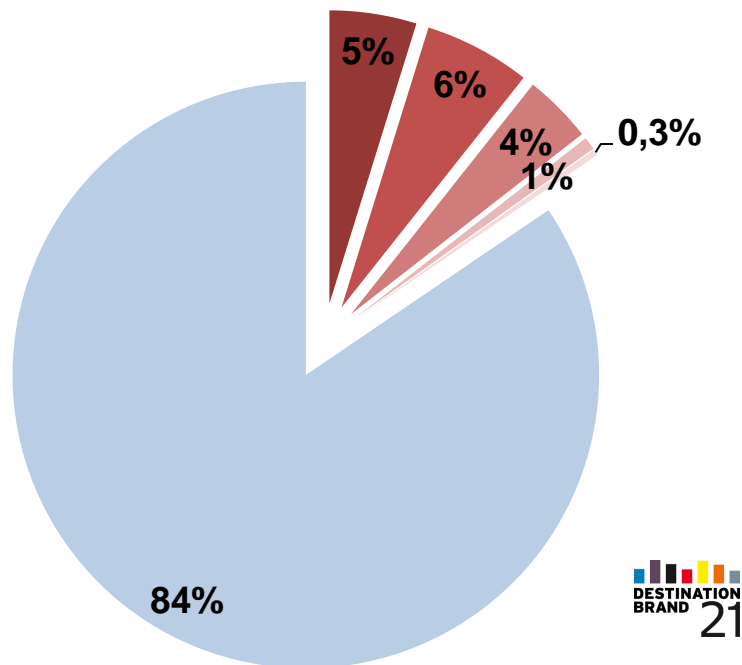
> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Values (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Base: All respondents

Number of respondents: 1,000



■ don't know



Ø** = 3.9

► **Note:** Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from “5 = very suitable” to “1 = not at all suitable”

6.1 Supply: Supported theme suitability – Results of univariate analysis

Supported theme suitability for the holiday activity: “Enjoying nature”

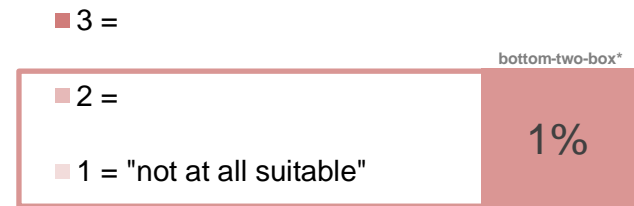
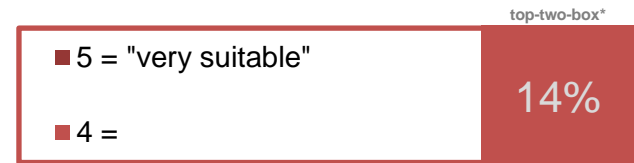
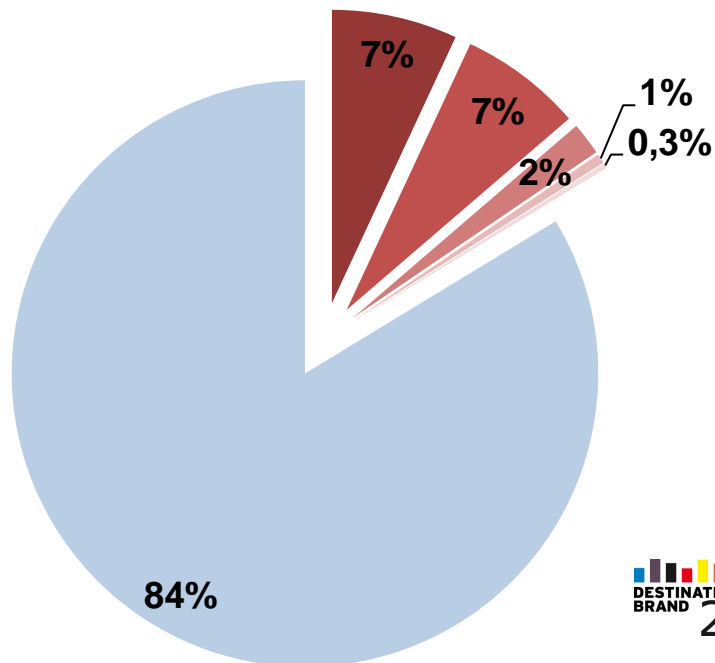
> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Values (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Base: All respondents

Number of respondents: 1,000



■ don't know



Ø** = 4.2

► **Note:** Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from “5 = very suitable” to “1 = not at all suitable”

6.1 Supply: Supported theme suitability – Results of univariate analysis

Supported theme suitability for the holiday activity: “Being active and involved in sports”

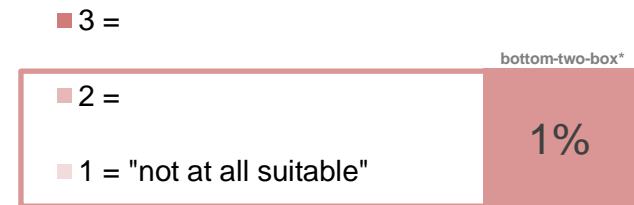
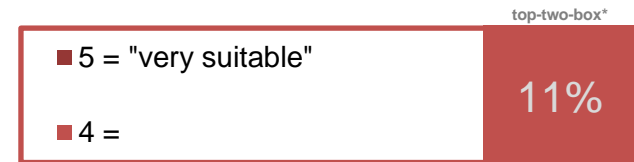
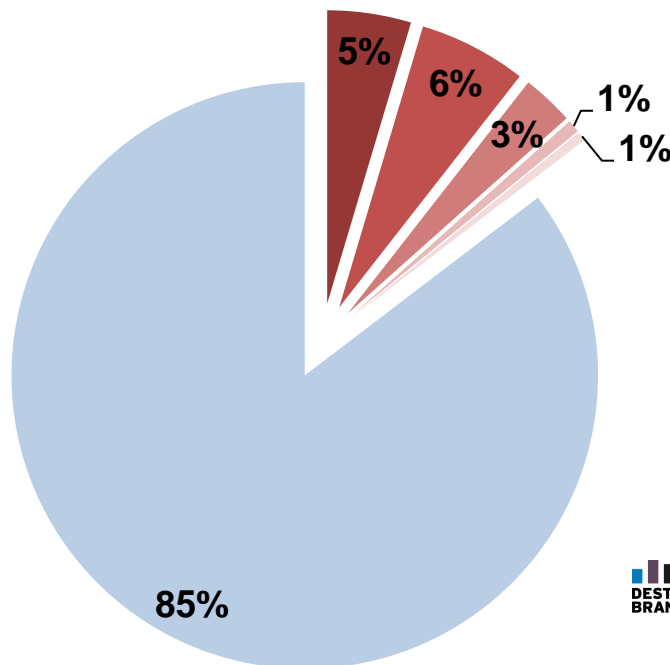
> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Values (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Base: All respondents

Number of respondents: 1,000



■ don't know



Ø** = 3.9

► **Note:** Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from “5 = very suitable” to “1 = not at all suitable”

6.1 Supply: Supported theme suitability – Results of univariate analysis

Supported theme suitability for the holiday activity: “Taking a city break”

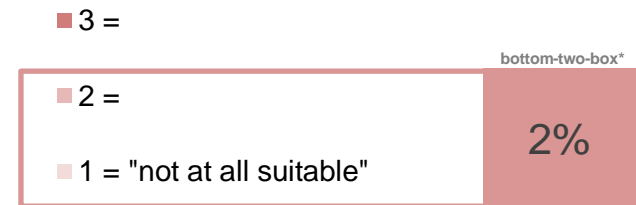
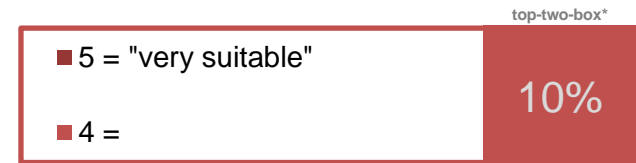
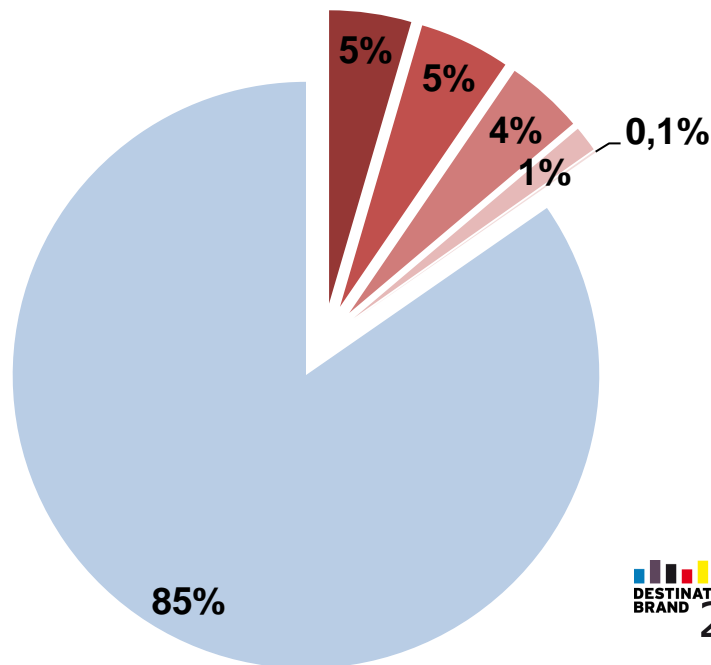
> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Values (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Base: All respondents

Number of respondents: 1,000



■ don't know

DESTINATION
BRAND 21

Ø** = 3.8

► **Note:** Queried designation of Navarra for German respondents = "Die nordspanische Region Navarra"

Source: inspektour (international) GmbH, 2021

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from "5 = very suitable" to "1 = not at all suitable"

6.1 Supply: Supported theme suitability – Results of univariate analysis

Supported theme suitability for the holiday activity: “Spending holidays in the countryside (e.g., on the farm or vineyard)”

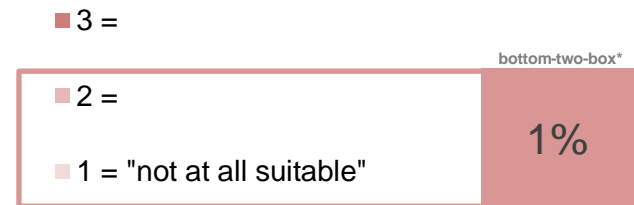
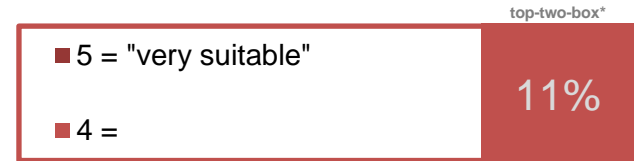
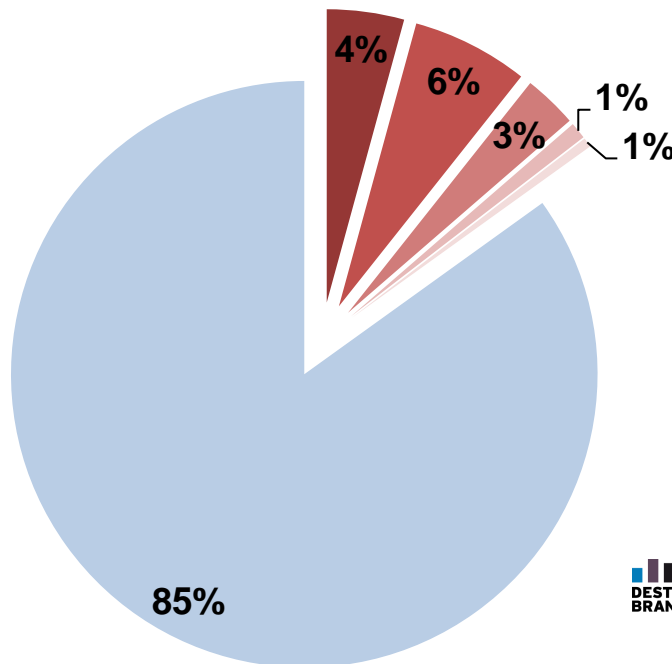
> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Values (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Base: All respondents

Number of respondents: 1,000



■ don't know



Ø** = 3.9

► **Note:** Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from “5 = very suitable” to “1 = not at all suitable”

6.1 Supply: Supported theme suitability – Results of univariate analysis

Supported theme suitability for the holiday activity: “Cycling (not mountain biking)”

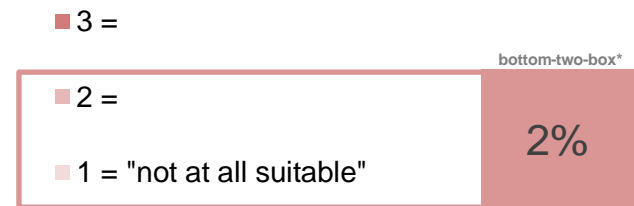
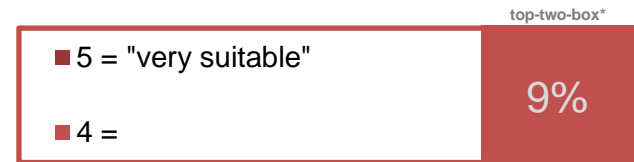
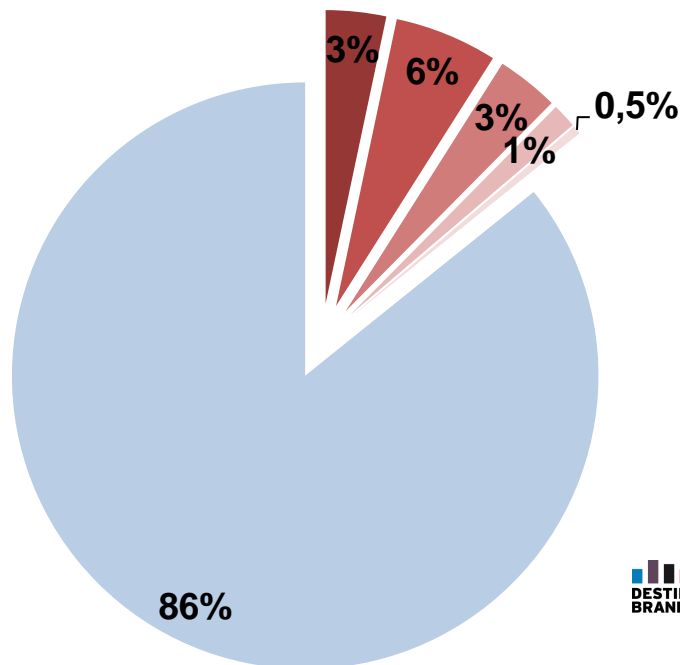
> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Values (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Base: All respondents

Number of respondents: 1,000



■ don't know

DESTINATION
BRAND 21

Ø** = 3.7

► **Note:** Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from “5 = very suitable” to “1 = not at all suitable”

6.1 Supply: Supported theme suitability – Results of univariate analysis

Supported theme suitability for the holiday activity: “Hiking”

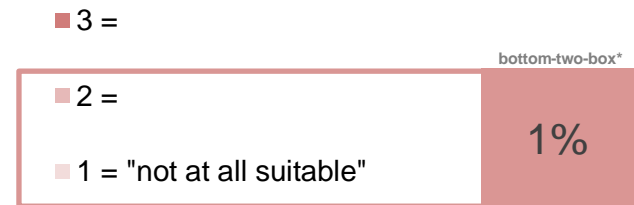
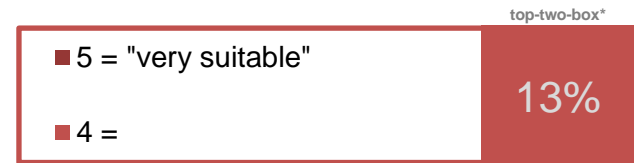
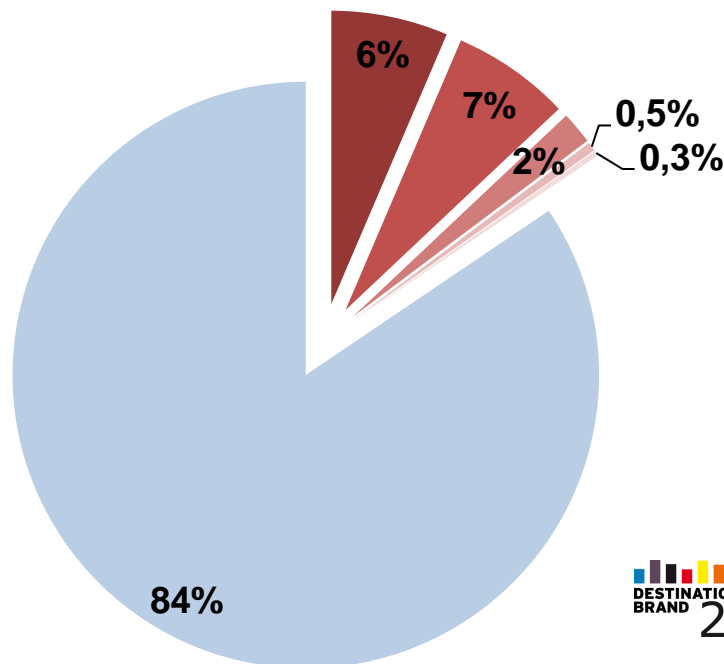
> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Values (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Base: All respondents

Number of respondents: 1,000



■ don't know



Ø** = 4.2

► **Note:** Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from “5 = very suitable” to “1 = not at all suitable”

6.1 Supply: Supported theme suitability – Results of univariate analysis

Supported theme suitability for the holiday activity: “Walking the Way of St. James”

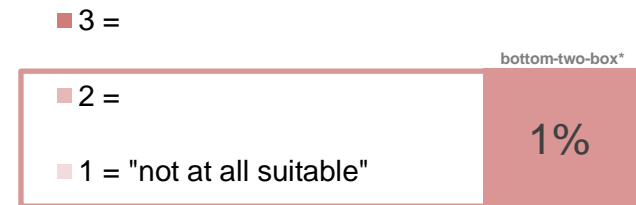
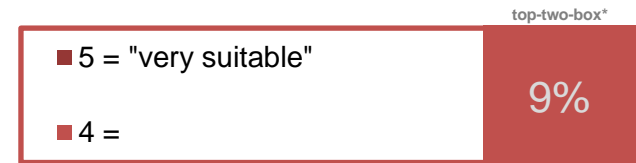
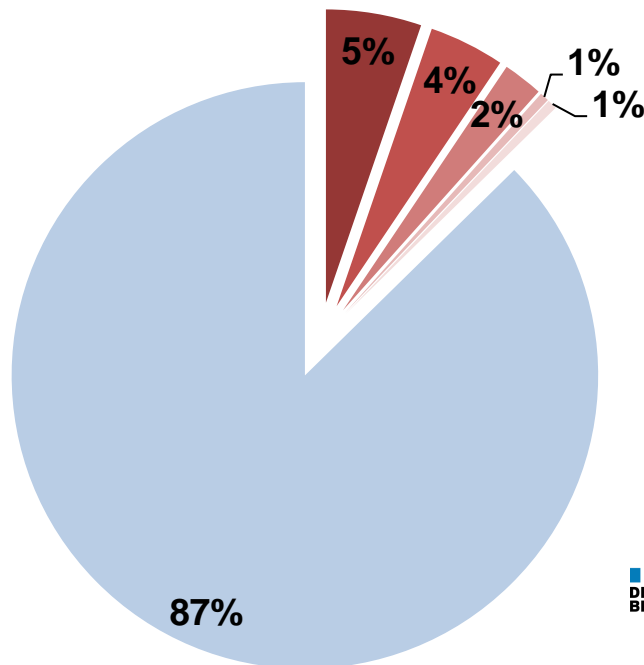
> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Values (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Base: All respondents

Number of respondents: 1,000



■ don't know



Ø** = 4.0

► **Note:** Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from “5 = very suitable” to “1 = not at all suitable”

6.1 Supply: Supported theme suitability – Results of univariate analysis

Supported theme suitability for the holiday activity: “Taking a wine tour (e.g., wine tasting, visiting wine festivals, vineyard walks, participating in the grape harvest)”

> In your opinion, to what extent is the following international tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

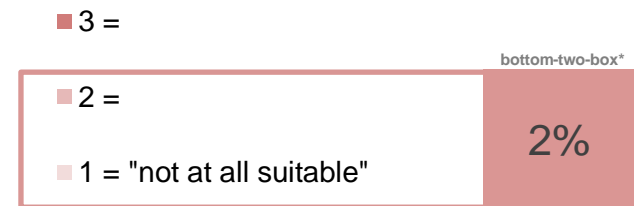
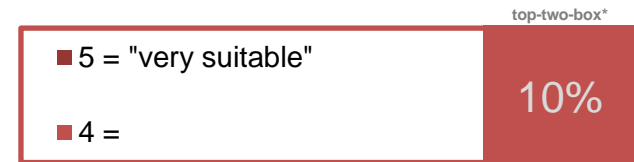
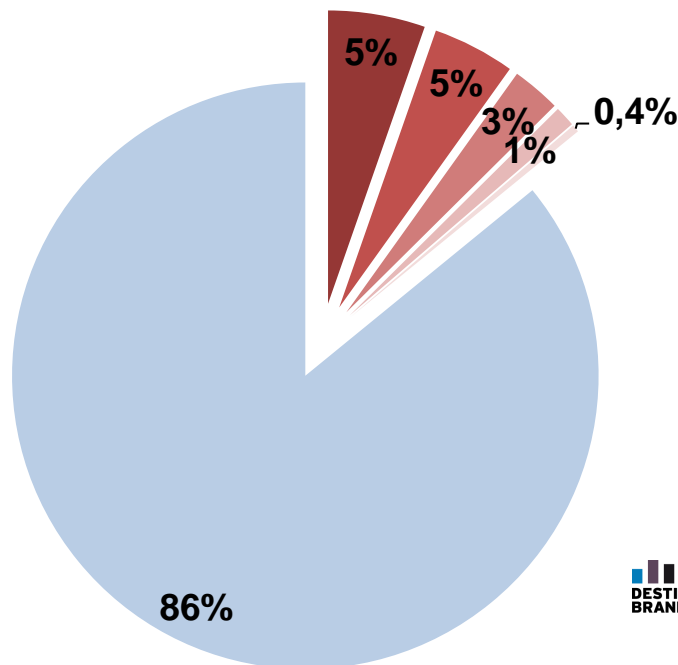
> Values (in % of respondents)

■ **Die nordspanische Region Navarra**

Source market: Germany

Base: All respondents

Number of respondents: 1,000



■ don't know

DESTINATION
BRAND 21

Ø** = 3.9

► **Note:** Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

* Deviations of 1% from the sum of the individual values are possible due to rounding.
** Scale from “5 = very suitable” to “1 = not at all suitable”

Outline

1 GENERAL OVERVIEW OF THE STUDY SERIES DESTINATION BRAND

2 DESIGN OF THE THEME COMPETENCE STUDY DESTINATION BRAND 21

3 OVERVIEW OF KEY RESULTS: UNSUPPORTED THEME COMPETENCE (TOP OF MIND)

4 OVERVIEW OF KEY RESULTS: THREE-DIMENSIONAL THEME COMPETENCE ANALYSIS

5 DEMAND: GENERAL INTEREST POTENTIAL IN DETAIL

6 SUPPLY: SUPPORTED THEME SUITABILITY IN DETAIL

6.1 Results of univariate analyses

6.2 Sociodemographic differentiation

6.3 Standard target group analysis

7 COMPETITION: COMPARISON WITH COMPETITORS

8 CONTACT AND PROJECT PARTNERS

9 APPENDIX

IMPRINT

6.2 Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the general themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Sociodemography: Sex

Base: All respondents

Number of respondents: 1,000

General themes	total	Sex		Significance* (Kruskal-Wallis-test)
		male	female	
Enjoying culinary / gastronomic specialities	14%	16%	13%	sig.
Visit to cultural institutions / using cultural services	11%	12%	9%	n.s.
Enjoying nature	14%	15%	12%	sig.
Being active and involved in sports	11%	12%	9%	sig.
Taking a city break	10%	10%	9%	n.s.



* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary).

► Note: Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

6.2 Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the specific themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Sociodemography: Sex

Base: All respondents

Number of respondents: 1,000

Specific themes	total	Sex		Significance* (Kruskal-Wallis-test)
		male	female	
Spending holidays in the countryside	11%	12%	9%	n.s.
Cycling (not mountain biking)	9%	10%	8%	n.s.
Hiking	13%	15%	11%	n.s.
Walking the Way of St. James	9%	11%	8%	n.s.
Taking a wine tour	10%	11%	9%	n.s.



* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary).

► Note: Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

6.2 Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the general themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Sociodemography: Age group

Base: All respondents

Number of respondents: 1,000

General themes	total	Age group						Significance* (Kruskal-Wallis-test)
		14-24 y.	25-34 y.	35-44 y.	45-54 y.	55-64 y.	65-74 y.	
Enjoying culinary / gastronomic specialities	14%	8%	16%	10%	14%	18%	19%	n.s.
Visit to cultural institutions / using cultural services	11%	7%	11%	7%	10%	12%	18%	n.s.
Enjoying nature	14%	9%	15%	9%	15%	13%	22%	n.s.
Being active and involved in sports	11%	7%	12%	6%	12%	11%	14%	n.s.
Taking a city break	10%	6%	12%	5%	10%	10%	14%	n.s.



* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary).

► Note: Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

6.2 Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the specific themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Sociodemography: Age group

Base: All respondents

Number of respondents: 1,000

Specific themes	total	Age group						Significance* (Kruskal-Wallis-test)
		14-24 y.	25-34 y.	35-44 y.	45-54 y.	55-64 y.	65-74 y.	
Spending holidays in the countryside	11%	8%	11%	8%	12%	11%	15%	n.s.
Cycling (not mountain biking)	9%	8%	12%	6%	11%	10%	5%	n.s.
Hiking	13%	9%	12%	8%	15%	14%	20%	n.s.
Walking the Way of St. James	9%	5%	10%	8%	11%	9%	12%	n.s.
Taking a wine tour	10%	5%	13%	8%	11%	11%	10%	n.s.



* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary).

► Note: Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

6.2 Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the general themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Sociodemography: Formal education

Base: All respondents

Number of respondents: 1,000

General themes	total	Formal education (4% of the 1,000 respondents do not fit into the listed classifications of formal education.)				Significance* (Kruskal-Wallis-test)
		lower secondary education	middle secondary education	high secondary education	tertiary education	
Enjoying culinary / gastronomic specialities	14%	8%	12%	10%	26%	sig.
Visit to cultural institutions / using cultural services	11%	5%	9%	9%	17%	n.s.
Enjoying nature	14%	7%	12%	10%	25%	n.s.
Being active and involved in sports	11%	7%	9%	8%	18%	n.s.
Taking a city break	10%	8%	9%	7%	13%	sig.



* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary).

► Note: Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

6.2 Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the specific themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Sociodemography: Formal education

Base: All respondents

Number of respondents: 1,000

Specific themes	total	Formal education (4% of the 1,000 respondents do not fit into the listed classifications of formal education.)				Significance* (Kruskal-Wallis-test)
		lower secondary education	middle secondary education	high secondary education	tertiary education	
Spending holidays in the countryside	11%	6%	9%	6%	20%	n.s.
Cycling (not mountain biking)	9%	5%	8%	6%	15%	n.s.
Hiking	13%	6%	11%	10%	24%	n.s.
Walking the Way of St. James	9%	4%	8%	8%	16%	n.s.
Taking a wine tour	10%	4%	8%	7%	19%	n.s.



* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary).

► Note: Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

6.2 Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the general themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Sociodemography: Household size

Base: All respondents

Number of respondents: 1,000

General themes	total	Household size				Significance* (Kruskal-Wallis-test)
		1-person-hh	2-person-hh	3-person-hh	4 and more persons in hh	
Enjoying culinary / gastronomic specialities	14%	14%	18%	14%	9%	n.s.
Visit to cultural institutions / using cultural services	11%	10%	14%	13%	5%	n.s.
Enjoying nature	14%	14%	17%	11%	9%	n.s.
Being active and involved in sports	11%	8%	13%	11%	9%	n.s.
Taking a city break	10%	10%	11%	9%	7%	n.s.



* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary).

► Note: Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

6.2 Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the specific themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Sociodemography: Household size

Base: All respondents

Number of respondents: 1,000

Specific themes	total	Household size				Significance* (Kruskal-Wallis-test)
		1-person-hh	2-person-hh	3-person-hh	4 and more persons in hh	
Spending holidays in the countryside	11%	9%	12%	12%	8%	n.s.
Cycling (not mountain biking)	9%	8%	10%	7%	9%	n.s.
Hiking	13%	12%	16%	13%	8%	n.s.
Walking the Way of St. James	9%	10%	11%	10%	6%	n.s.
Taking a wine tour	10%	9%	12%	11%	6%	n.s.



* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary).

▶ Note: Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

6.2 Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the general themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Sociodemography: Children < 14 y. in hh

Base: All respondents

Number of respondents: 1,000

General themes	total	Children < 14 years living in household			Significance* (Kruskal-Wallis-test)
		hh without children under 14 years	hh with 1 child under 14 years	hh with 2 and more children under 14 y.**	
Enjoying culinary / gastronomic specialities	14%	15%	11%	6%	n.s.
Visit to cultural institutions / using cultural services	11%	11%	10%	5%	n.s.
Enjoying nature	14%	15%	10%	9%	n.s.
Being active and involved in sports	11%	11%	10%	6%	n.s.
Taking a city break	10%	10%	8%	7%	n.s.



* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary).

▶ Note: Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

6.2 Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the specific themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Sociodemography: Children < 14 y. in hh

Base: All respondents

Number of respondents: 1,000

Specific themes	total	Children < 14 years living in household			Significance* (Kruskal-Wallis-test)
		hh without children under 14 years	hh with 1 child under 14 years	hh with 2 and more children under 14 y.**	
Spending holidays in the countryside	11%	11%	11%	5%	sig.
Cycling (not mountain biking)	9%	9%	10%	6%	n.s.
Hiking	13%	14%	9%	9%	n.s.
Walking the Way of St. James	9%	10%	7%	7%	n.s.
Taking a wine tour	10%	10%	9%	6%	n.s.



* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary).

► Note: Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

6.2 Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the general themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Sociodemography: Net hh income**

Base: All respondents

Number of respondents: 1,000

General themes	total	Net household income**				Significance* (Kruskal-Wallis-test)
		under 1,500 euros	1,500 up to < 2,500 euros	2,500 up to < 4,000 euros	4,000 euros and more	
Enjoying culinary / gastronomic specialities	14%	10%	11%	16%	21%	n.s.
Visit to cultural institutions / using cultural services	11%	9%	8%	11%	17%	n.s.
Enjoying nature	14%	10%	13%	13%	21%	n.s.
Being active and involved in sports	11%	8%	7%	12%	17%	n.s.
Taking a city break	10%	10%	8%	9%	15%	n.s.



* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary).

► Note: Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

6.2 Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the specific themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Sociodemography: Net hh income**

Base: All respondents

Number of respondents: 1,000

Specific themes	total	Net household income**				Significance* (Kruskal-Wallis-test)
		under 1,500 euros	1,500 up to < 2,500 euros	2,500 up to < 4,000 euros	4,000 euros and more	
Spending holidays in the countryside	11%	8%	7%	12%	17%	n.s.
Cycling (not mountain biking)	9%	7%	7%	10%	13%	n.s.
Hiking	13%	9%	14%	13%	19%	n.s.
Walking the Way of St. James	9%	7%	10%	10%	14%	n.s.
Taking a wine tour	10%	6%	7%	12%	15%	n.s.



* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary).

► Note: Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

6.2 Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the general themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Sociodemography: Town size

Base: All respondents

Number of respondents: 1,000

General themes	total	Town size				Significance* (Kruskal-Wallis-test)
		under 20,000 inh.	20,000 up to < 100,000 inh.	100,000 up to < 500,000 inh.	500,000 inh. and more	
Enjoying culinary / gastronomic specialities	14%	12%	13%	16%	21%	n.s.
Visit to cultural institutions / using cultural services	11%	10%	9%	10%	16%	sig.
Enjoying nature	14%	12%	13%	14%	19%	n.s.
Being active and involved in sports	11%	9%	11%	9%	16%	n.s.
Taking a city break	10%	8%	10%	8%	14%	n.s.



* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary).

► Note: Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

6.2 Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the specific themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Sociodemography: Town size

Base: All respondents

Number of respondents: 1,000

Specific themes	total	Town size				Significance* (Kruskal-Wallis-test)
		under 20,000 inh.	20,000 up to < 100,000 inh.	100,000 up to < 500,000 inh.	500,000 inh. and more	
Spending holidays in the countryside	11%	9%	11%	11%	13%	n.s.
Cycling (not mountain biking)	9%	8%	8%	8%	13%	n.s.
Hiking	13%	12%	11%	15%	17%	sig.
Walking the Way of St. James	9%	9%	8%	10%	13%	n.s.
Taking a wine tour	10%	7%	10%	13%	14%	n.s.



* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary).

► Note: Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

6.2 Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the general themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Sociodemography: Nielsen areas

Base: All respondents

Number of respondents: 1,000

General themes	total	Regional origin differentiated by Nielsen areas								Significance* (Kruskal-Wallis-test)	Overview of Nielsen areas	
		NI	N II	N IIIa	N IIIb	N IV	N V**	N VI**	N VII**		N 1:	N 2:
Enjoying culinary / gastronomic specialties	14%	13%	9%	16%	13%	20%	18%	15%	18%	n.s.	N 1:	Hamburg Bremen Schleswig-Holstein Lower Saxony
Visit to cultural institutions / using cultural services	11%	13%	9%	13%	10%	10%	14%	8%	11%	n.s.	N 2:	North Rhine-Westphalia
Enjoying nature	14%	12%	9%	19%	15%	16%	14%	14%	15%	n.s.	N 3a:	Hesse Rhineland-Palatinate Saarland
Being active and involved in sports	11%	12%	8%	13%	9%	11%	15%	10%	12%	n.s.	N 3b:	Baden-Wuerttemberg
Taking a city break	10%	8%	8%	13%	11%	11%	14%	9%	5%	n.s.	N 4:	Bavaria
											N 5:	Berlin
											N 6:	Mecklenburg-Western Pomerania Brandenburg Saxony-Anhalt
											N 7:	Thuringia Saxony

* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary).

▶ Note: Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”



6.2 Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the specific themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable” (in % of respondents)

■ Die nordspanische Region Navarra

Source market: Germany

Sociodemography: Nielsen areas

Base: All respondents

Number of respondents: 1,000

Specific themes	total	Regional origin differentiated by Nielsen areas								Significance* (Kruskal-Wallis-test)	Overview of Nielsen areas	
		NI	N II	N IIIa	N IIIb	N IV	N V**	N VI**	N VII**		N 1:	N 2:
Spending holidays in the countryside	11%	9%	7%	14%	11%	13%	10%	10%	14%	n.s.	N 1:	Hamburg Bremen Schleswig-Holstein Lower Saxony
Cycling (not mountain biking)	9%	9%	6%	8%	9%	11%	11%	10%	11%	n.s.	N 2:	North Rhine-Westphalia
Hiking	13%	13%	8%	16%	13%	13%	14%	16%	16%	n.s.	N 3a:	Hesse Rhineland-Palatinate Saarland
Walking the Way of St. James	9%	7%	8%	10%	12%	12%	14%	5%	9%	n.s.	N 3b:	Baden-Wuerttemberg
Taking a wine tour	10%	9%	8%	9%	12%	12%	11%	9%	10%	n.s.	N 4:	Bavaria
											N 5:	Berlin
											N 6:	Mecklenburg-Western Pomerania Brandenburg Saxony-Anhalt
											N 7:	Thuringia Saxony

* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary).

▶ Note: Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”



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5 DEMAND: GENERAL INTEREST POTENTIAL IN DETAIL

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6.1 Results of univariate analyses

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6.3 Supply: Supported theme suitability – *Standard target group analysis*

Target group definitions – in coordination with Dirección General de Turismo, Comercio y Consumo Navarra

<p>“Interested in nature”</p>	<ul style="list-style-type: none"> ■ General (i.e., regardless of a specific tourist destination) interest in the touristic holiday activity “Enjoying nature” (top-two-box on a scale from “5 = very interested” to “1 = not at all interested”)
<p>“Interested in sustainable trips”</p>	<ul style="list-style-type: none"> ■ General (i.e., regardless of a specific tourist destination) interest in the touristic holiday activity “Undertaking a sustainable holiday trip (nature preserving / environmentally friendly, economically and socially fair)” (top-two-box on a scale from “5 = very interested” to “1 = not at all interested”)
<p>“Interested in the Way of St. James”</p>	<ul style="list-style-type: none"> ■ General (i.e., regardless of a specific tourist destination) interest in the touristic holiday activity “Walking the Way of St. James” (top-two-box on a scale from “5 = very interested” to “1 = not at all interested”)
<p>“Interested in cycling”</p>	<ul style="list-style-type: none"> ■ General (i.e., regardless of a specific tourist destination) interest in the touristic holiday activity “Cycling (not mountain biking)” (top-two-box on a scale from “5 = very interested” to “1 = not at all interested”)
<p>“Interested in castles / gardens”</p>	<ul style="list-style-type: none"> ■ General (i.e., regardless of a specific tourist destination) interest in the touristic holiday activity “Visiting castles, mansions, parks and gardens” (top-two-box on a scale from “5 = very interested” to “1 = not at all interested”)
<p>“Interested in film locations”</p>	<ul style="list-style-type: none"> ■ General (i.e., regardless of a specific tourist destination) interest in the touristic holiday activity “Visiting film locations” (top-two-box on a scale from “5 = very interested” to “1 = not at all interested”)

6.3 Supply: Supported theme suitability – *Standard target group analysis*

Overview test of significance*: *Target groups Dirección General de Turismo, Comercio y Consumo Navarra*

Examined themes <i>Die nordspanische Region Navarra</i> <i>(Source market: Germany)</i>	Interested in nature	Interested in sustainable trips	Interested in the Way of St. James	Interested in cycling	Interested in castles / gardens	Interested in film locations
Enjoying culinary / gastronomic specialities	not significant	significant	significant	not significant	significant	not significant
Visit to cultural institutions / using cultural services	significant	significant	significant	significant	significant	significant
Enjoying nature	significant	significant	not significant	not significant	significant	not significant
Being active and involved in sports	significant	significant	not significant	not significant	not significant	significant
Taking a city break	not significant	significant	significant	not significant	significant	significant
Spending holidays in the countryside	significant	significant	not significant	not significant	significant	not significant
Cycling (not mountain biking)	significant	significant	significant	significant	significant	significant
Hiking	significant	significant	not significant	not significant	significant	not significant
Walking the Way of St. James	significant	significant	not significant	not significant	significant	not significant
Taking a wine tour	not significant	not significant	significant	not significant	significant	not significant



* Applied test method: Kruskal-Wallis-Test; level of significance min. 0.05 (for further information see glossary)

6.3 Supply: Supported theme suitability – Standard target group analysis

**Supported theme suitability for the holiday activity:
“Enjoying culinary / gastronomic specialities”**

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents)

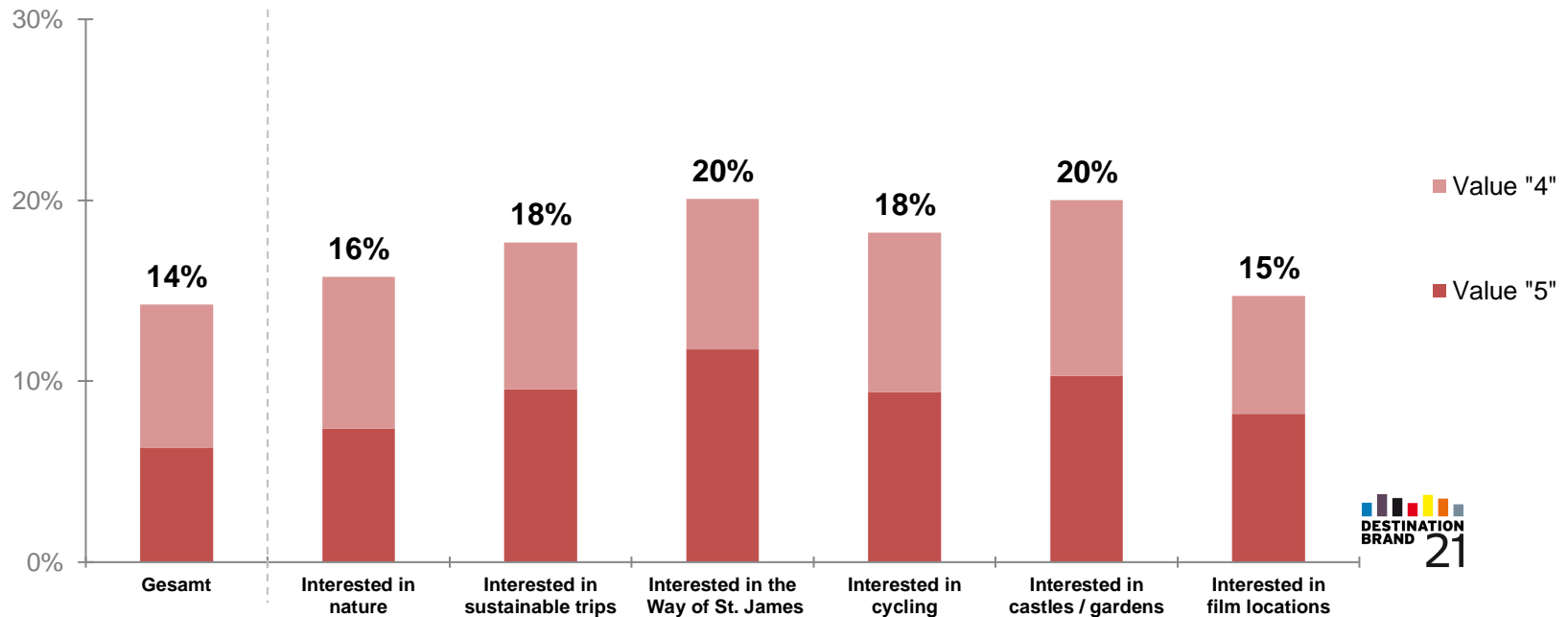
■ Die nordspanische Region Navarra

Source market: Germany

Segmentation: Target groups

Base: All respondents

Number of respondents: 1,000



► **Note:** Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

6.3 Supply: Supported theme suitability – Standard target group analysis

**Supported theme suitability for the holiday activity:
“Visit to cultural institutions / using cultural services”**

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents)

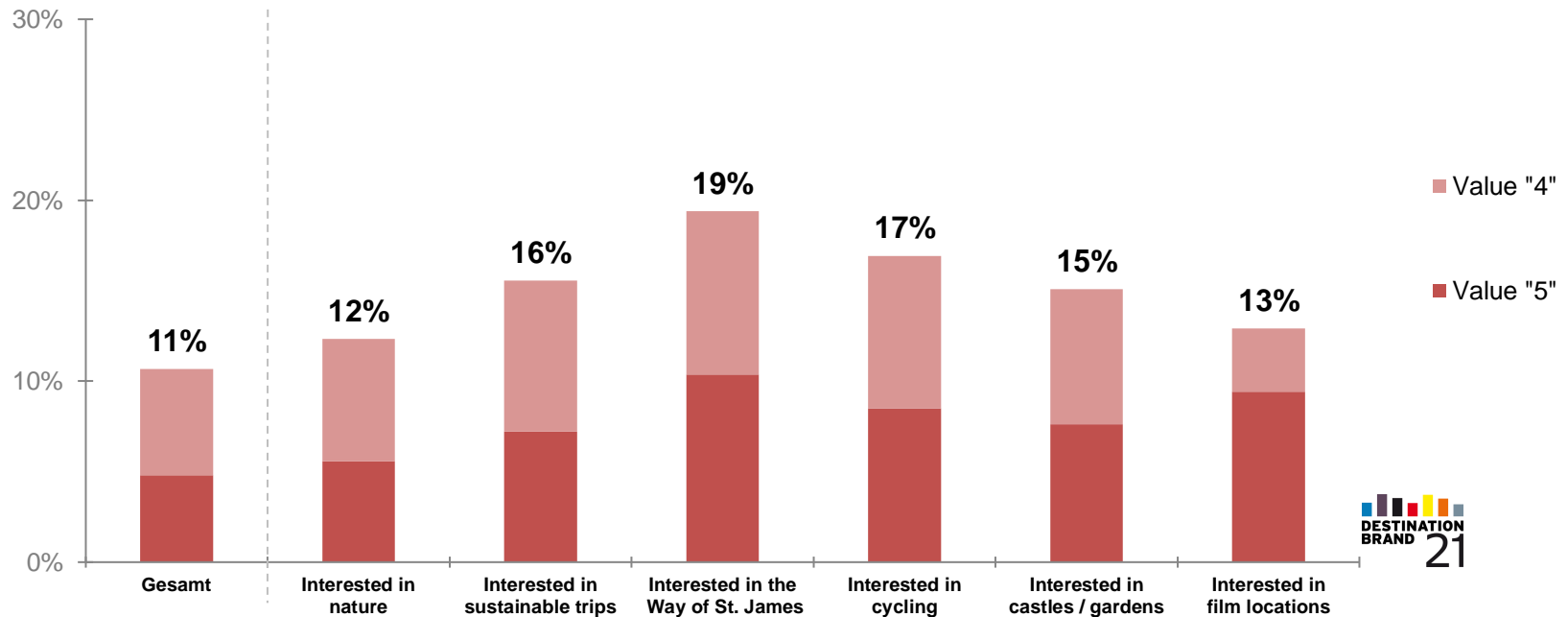
■ Die nordspanische Region Navarra

Source market: Germany

Segmentation: Target groups

Base: All respondents

Number of respondents: 1,000



► **Note:** Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

6.3 Supply: Supported theme suitability – Standard target group analysis

Supported theme suitability for the holiday activity: “Enjoying nature”

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents)

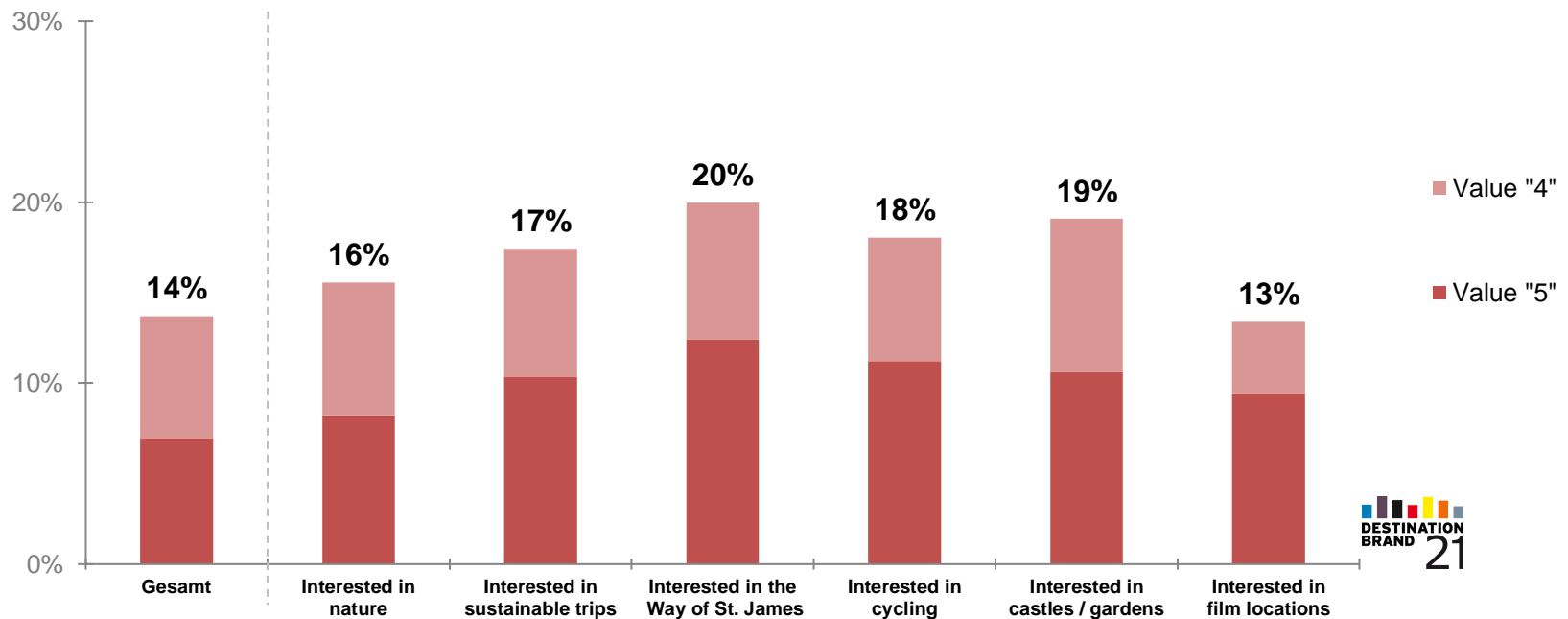
■ Die nordspanische Region Navarra

Source market: Germany

Segmentation: Target groups

Base: All respondents

Number of respondents: 1,000



► **Note:** Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

6.3 Supply: Supported theme suitability – Standard target group analysis

**Supported theme suitability for the holiday activity:
“Being active and involved in sports”**

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents)

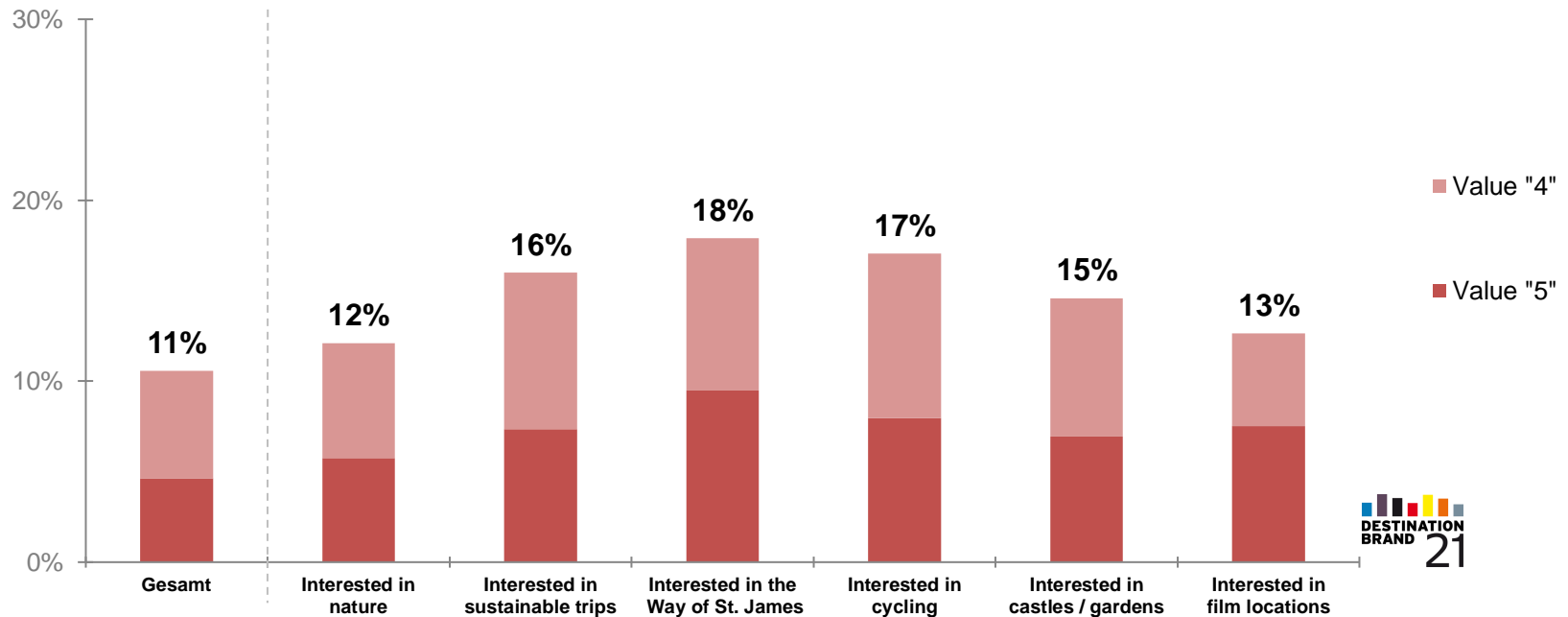
■ Die nordspanische Region Navarra

Source market: Germany

Segmentation: Target groups

Base: All respondents

Number of respondents: 1,000



► **Note:** Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

6.3 Supply: Supported theme suitability – Standard target group analysis

Supported theme suitability for the holiday activity: “Taking a city break”

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents)

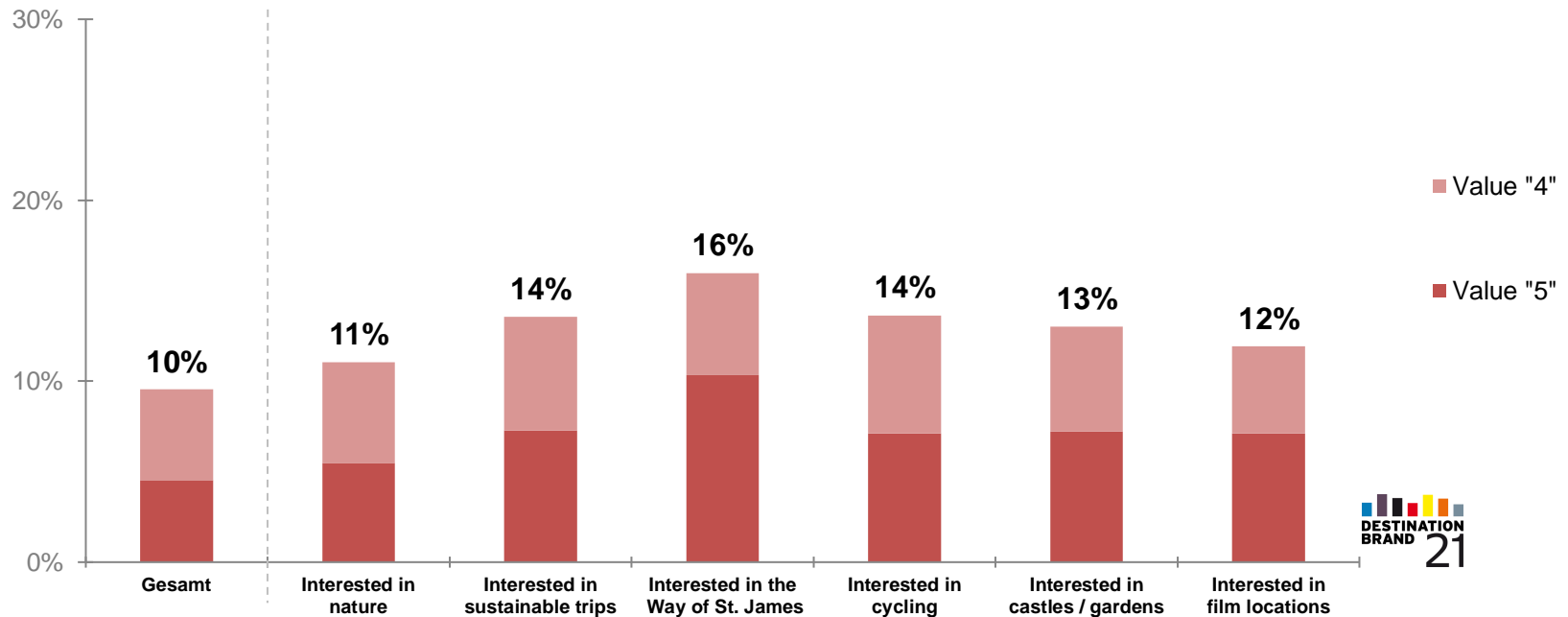
■ Die nordspanische Region Navarra

Source market: Germany

Segmentation: Target groups

Base: All respondents

Number of respondents: 1,000



► **Note:** Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

6.3 Supply: Supported theme suitability – *Standard target group analysis*

**Supported theme suitability for the holiday activity:
“Spending holidays in the countryside (e.g., on the farm or vineyard)”**

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents)

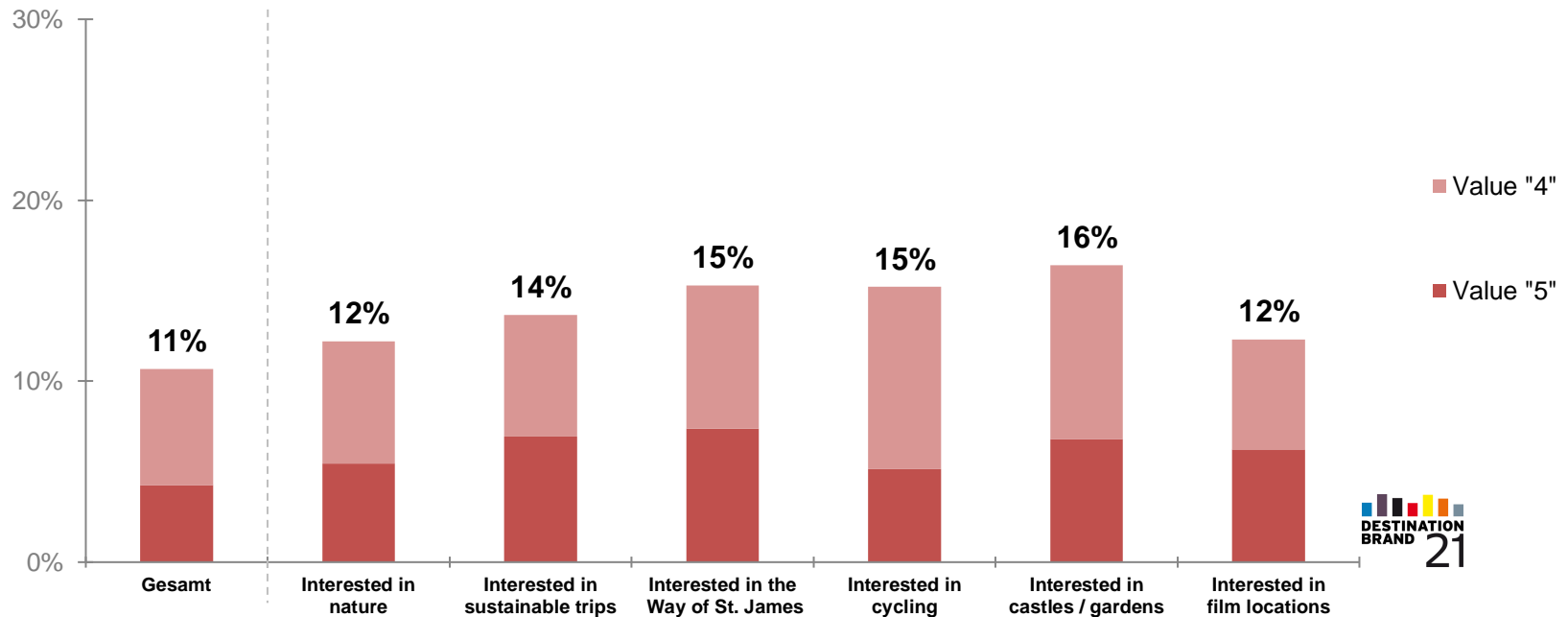
■ **Die nordspanische Region Navarra**

Source market: Germany

Segmentation: Target groups

Base: All respondents

Number of respondents: 1,000



► **Note:** Queried designation of Navarra for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

6.3 Supply: Supported theme suitability – Standard target group analysis

**Supported theme suitability for the holiday activity:
“Cycling (not mountain biking)”**

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents)

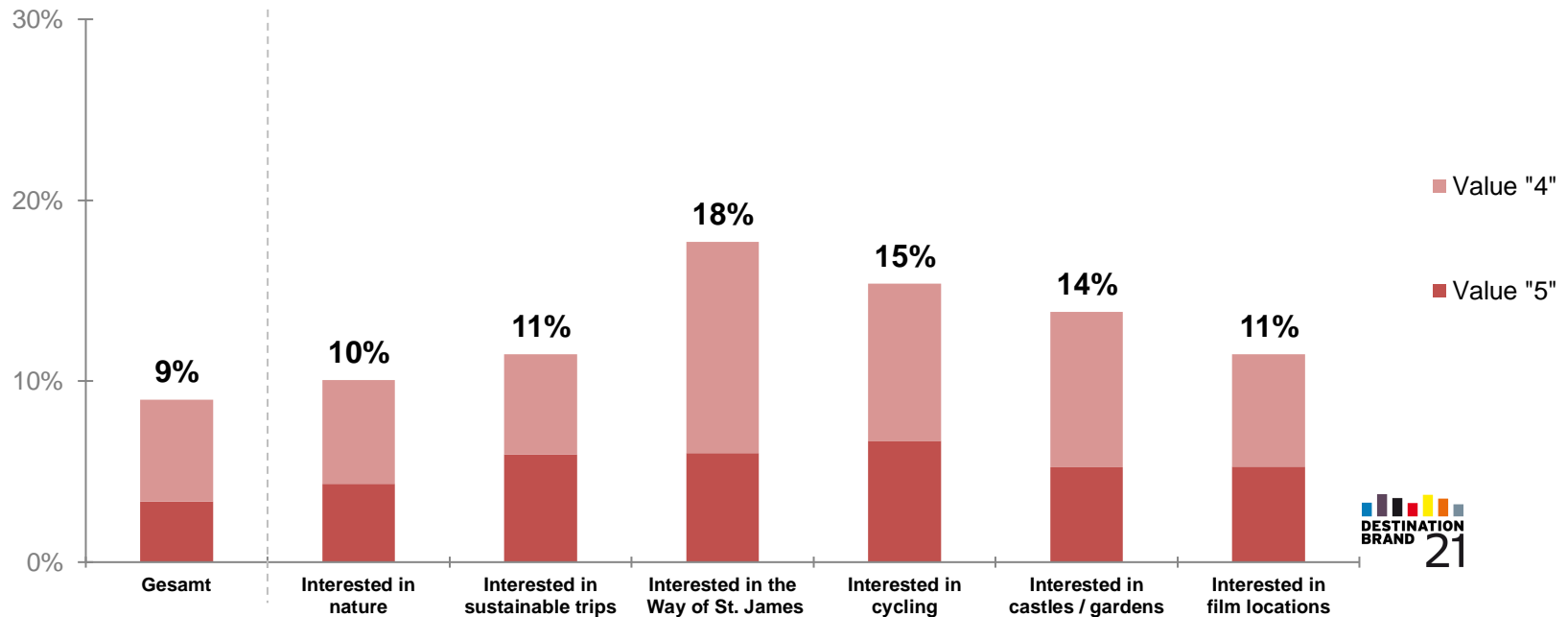
■ Die nordspanische Region Navarra

Source market: Germany

Segmentation: Target groups

Base: All respondents

Number of respondents: 1,000



► **Note:** Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

6.3 Supply: Supported theme suitability – Standard target group analysis

Supported theme suitability for the holiday activity: “Hiking”

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents)

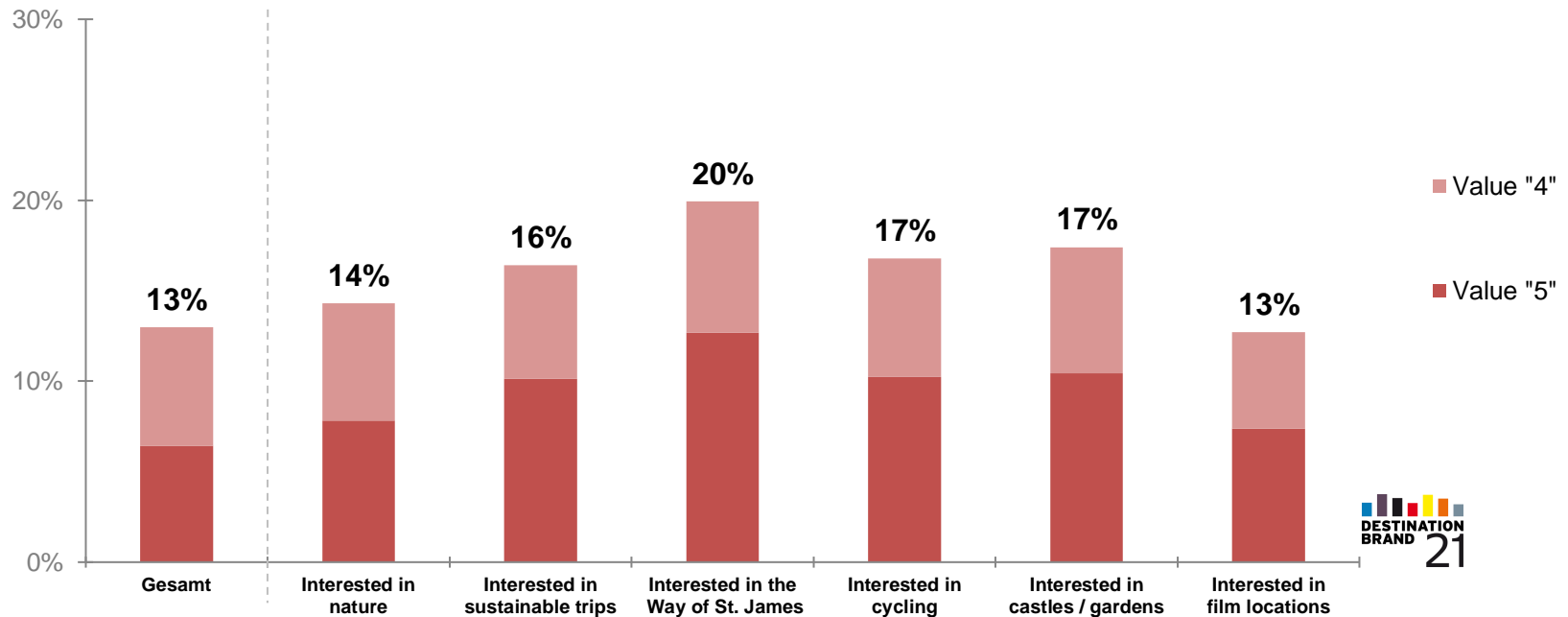
■ Die nordspanische Region Navarra

Source market: Germany

Segmentation: Target groups

Base: All respondents

Number of respondents: 1,000



► **Note:** Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

6.3 Supply: Supported theme suitability – Standard target group analysis

Supported theme suitability for the holiday activity: “Walking the Way of St. James”

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?
> Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents)

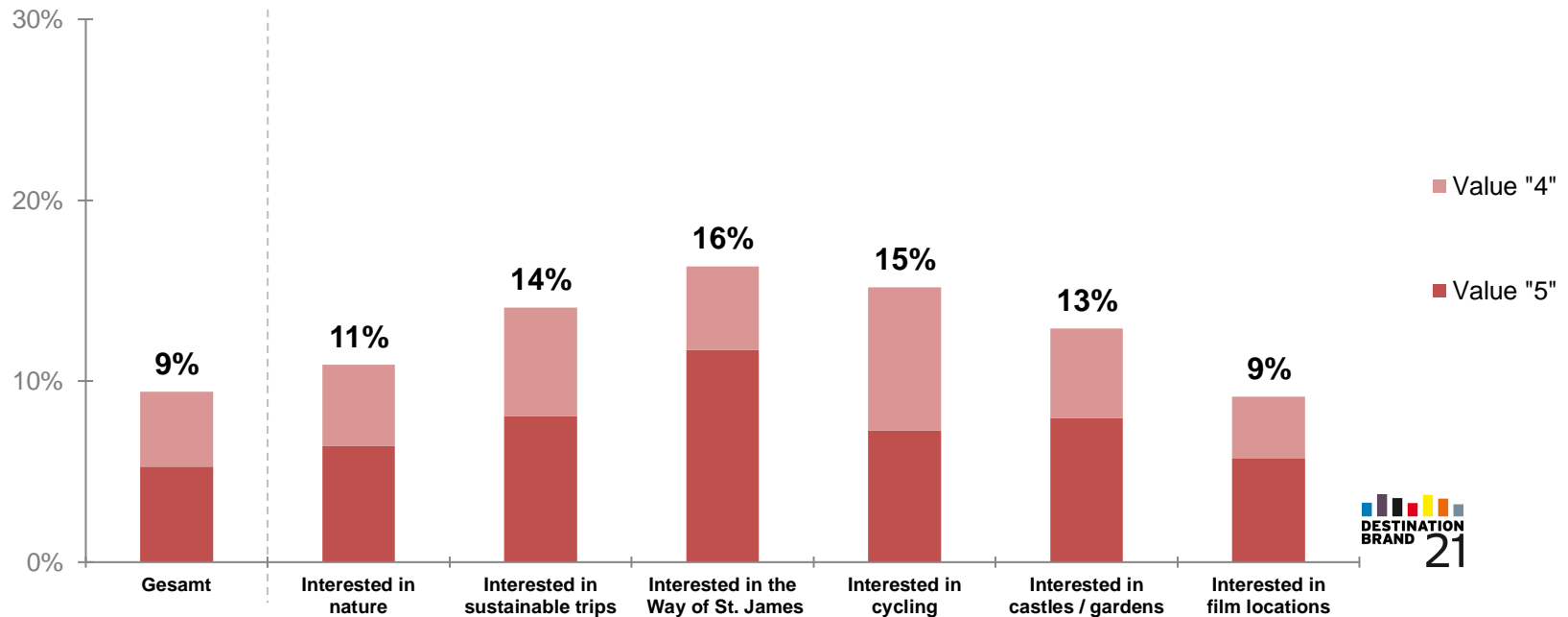
■ Die nordspanische Region Navarra

Source market: Germany

Segmentation: Target groups

Base: All respondents

Number of respondents: 1,000



► **Note:** Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

6.3 Supply: Supported theme suitability – Standard target group analysis

Supported theme suitability for the holiday activity: “Taking a wine tour (e.g., wine tasting, visiting wine festivals, vineyard walks, participating in the grape harvest)”

> In your opinion, to what extent is the following international tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents)

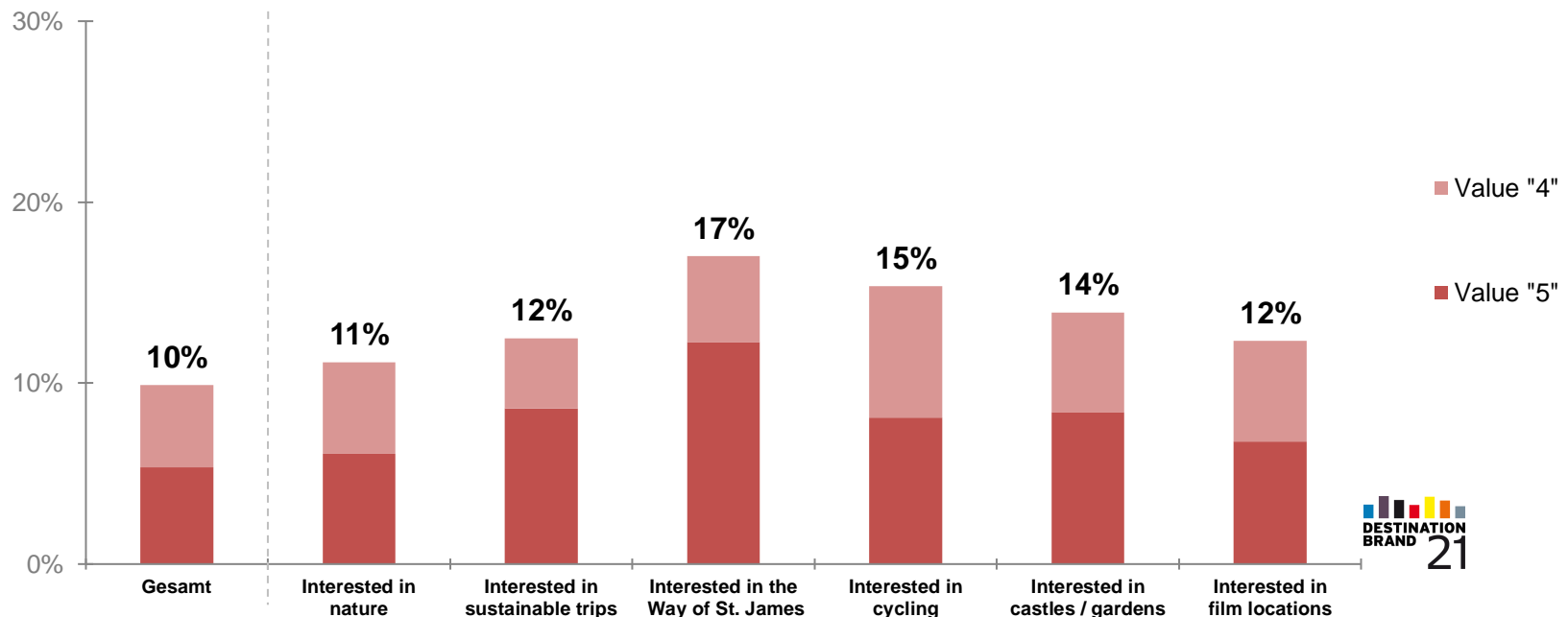
■ **Die nordspanische Region Navarra**

Source market: Germany

Segmentation: Target groups

Base: All respondents

Number of respondents: 1,000



► **Note:** Queried designation of Navarre for German respondents = “Die nordspanische Region Navarra”

Source: inspektour (international) GmbH, 2021

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7.1 Category 1: All international destinations

7.2 Category 2: All regions

7.3 Category 3: All considered destinations

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7.1 Supported theme suitability – Competitor analysis: All international destinations

 “Enjoying culinary / gastronomic specialities“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents Ranking in category 1: All international destinations (mean = 38%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Wien (Vienna)		11	Graz (Graz)	
2	Österreich (Austria)		12	Steiermark (Styria)	
3	Salzburg (Salzburg)		13	Oberösterreich (Upper Austria)	
4	Südtirol (South Tirol)		14	Luxemburg (Luxembourg)	
5	Tirol (Tirol)		15	Niederösterreich (Lower Austria)	
6	Zürich (Zurich)		16	Burgenland (Burgenland)	
7	Salzburger Land (Salzburger Land)		17	Vorarlberg (Vorarlberg)	
8	Stockholm (Stockholm)		18	Wilder Kaiser (Wild Kaiser Mountain Range)	
9	Innsbruck (Innsbruck)		19	Schladming-Dachstein (Schladming-Dachstein)	
10	Kärnten (Carinthia)		20	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	14%


► **Note:** Last survey taken into consideration in October until December 2021

7.1 Supported theme suitability – Competitor analysis: All international destinations

 “Enjoying culinary / gastronomic specialities“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with distinct intention to travel abroad Ranking in category 1: All international destinations (mean = 46%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Wien (Vienna)		11	Graz (Graz)	
2	Österreich (Austria)		12	Steiermark (Styria)	
3	Salzburg (Salzburg)		13	Oberösterreich (Upper Austria)	
4	Tirol (Tirol)		14	Burgenland (Burgenland)	
5	Südtirol (South Tirol)		15	Luxemburg (Luxembourg)	
6	Salzburger Land (Salzburger Land)		16	Niederösterreich (Lower Austria)	
7	Zürich (Zurich)		17	Vorarlberg (Vorarlberg)	
8	Stockholm (Stockholm)		18	Wilder Kaiser – Ellmau, Going, Scheffau und Söll (Wild Kaiser Mountain Range – Ellmau, Going, Scheffau and Söll)	
9	Innsbruck (Innsbruck)		19	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	18%
10	Kärnten (Carinthia)		20	Schladming-Dachstein (Schladming-Dachstein)	


► **Note:** Last survey taken into consideration in October until December 2021

7.1 Supported theme suitability – Competitor analysis: All international destinations

 “Enjoying culinary / gastronomic specialities“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme Ranking in category 1: All international destinations (mean = 48%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Wien (Vienna)		11	Kärnten (Carinthia)	
2	Österreich (Austria)		12	Steiermark (Styria)	
3	Salzburg (Salzburg)		13	Oberösterreich (Upper Austria)	
4	Tirol (Tirol)		14	Luxemburg (Luxembourg)	
5	Südtirol (South Tirol)		15	Niederösterreich (Lower Austria)	
6	Zürich (Zurich)		16	Burgenland (Burgenland)	
7	Salzburger Land (Salzburger Land)		17	Vorarlberg (Vorarlberg)	
8	Innsbruck (Innsbruck)		18	Wilder Kaiser (Wild Kaiser Mountain Range)	
9	Stockholm (Stockholm)		19	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	19%
10	Graz (Graz)		20	Schladming-Dachstein (Schladming-Dachstein)	


► **Note:** Last survey taken into consideration in October until December 2021

7.1 Supported theme suitability – Competitor analysis: All international destinations

 “Visit to cultural institutions / using cultural services“ Source market: Germany Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable“ (in % of respondents) Base: All respondents Ranking in category 1: All international destinations (mean = 34%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Wien (Vienna)		11	Luxemburg (Luxembourg)	
2	Österreich (Austria)		12	Steiermark (Styria)	
3	Salzburg (Salzburg)		13	Kärnten (Carinthia)	
4	Zürich (Zurich)		14	Oberösterreich (Upper Austria)	
5	Stockholm (Stockholm)		15	Niederösterreich (Lower Austria)	
6	Tirol (Tirol)		16	Vorarlberg (Vorarlberg)	
7	Salzburger Land (Salzburger Land)		17	Burgenland (Burgenland)	
8	Südtirol (South Tirol)		18	Wilder Kaiser (Wild Kaiser Mountain Range)	
9	Innsbruck (Innsbruck)		19	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	11%
10	Graz (Graz)		20	Schladming-Dachstein (Schladming-Dachstein)	


► **Note:** Last survey taken into consideration in October until December 2021

7.1 Supported theme suitability – Competitor analysis: All international destinations

 “Visit to cultural institutions / using cultural services“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with distinct intention to travel abroad Ranking in category 1: All international destinations (mean = 41%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Wien (Vienna)		11	Graz (Graz)	
2	Österreich (Austria)		12	Steiermark (Styria)	
3	Salzburg (Salzburg)		13	Oberösterreich (Upper Austria)	
4	Stockholm (Stockholm)		14	Kärnten (Carinthia)	
5	Zürich (Zurich)		15	Niederösterreich (Lower Austria)	
6	Tirol (Tirol)		16	Vorarlberg (Vorarlberg)	
7	Salzburger Land (Salzburger Land)		17	Burgenland (Burgenland)	
8	Südtirol (South Tirol)		18	Wilder Kaiser (Wild Kaiser Mountain Range)	
9	Luxemburg (Luxembourg)		19	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	13%
10	Innsbruck (Innsbruck)		20	Schladming-Dachstein (Schladming-Dachstein)	


► **Note:** Last survey taken into consideration in October until December 2021

7.1 Supported theme suitability – Competitor analysis: All international destinations

 “Visit to cultural institutions / using cultural services“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme Ranking in category 1: All international destinations (mean = 46%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Wien (Vienna)		11	Graz (Graz)	
2	Österreich (Austria)		12	Steiermark (Styria)	
3	Salzburg (Salzburg)		13	Kärnten (Carinthia)	
4	Zürich (Zurich)		14	Oberösterreich (Upper Austria)	
5	Stockholm (Stockholm)		15	Niederösterreich (Lower Austria)	
6	Tirol (Tirol)		16	Vorarlberg (Vorarlberg)	
7	Salzburger Land (Salzburger Land)		17	Burgenland (Burgenland)	
8	Südtirol (South Tirol)		18	Wilder Kaiser (Wild Kaiser Mountain Range)	
9	Innsbruck (Innsbruck)		19	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	16%
10	Luxemburg (Luxembourg)		20	Schladming-Dachstein (Schladming-Dachstein)	


► **Note:** Last survey taken into consideration in October until December 2021

7.1 Supported theme suitability – Competitor analysis: All international destinations

 “Enjoying nature“ Source market: Germany Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable“ (in % of respondents) Base: All respondents Ranking in category 1: All international destinations (mean = 39%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Österreich (Austria)		11	Vorarlberg (Vorarlberg)	
2	Südtirol (South Tirol)		12	Stockholm (Stockholm)	
3	Tirol (Tirol)		13	Burgenland (Burgenland)	
4	Salzburger Land (Salzburger Land)		14	Luxemburg (Luxembourg)	
5	Kärnten (Carinthia)		15	Wien (Vienna)	
6	Steiermark (Styria)		16	Zürich (Zurich)	
7	Salzburg (Salzburg)		17	Graz (Graz)	
8	Oberösterreich (Upper Austria)		18	Wilder Kaiser (Wild Kaiser Mountain Range)	
9	Niederösterreich (Lower Austria)		19	Schladming-Dachstein (Schladming-Dachstein)	
10	Innsbruck (Innsbruck)		20	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	14%


► **Note:** Last survey taken into consideration in October until December 2021

7.1 Supported theme suitability – Competitor analysis: All international destinations

 “Enjoying nature“ Source market: Germany Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable“ (in % of respondents) Base: All respondents with distinct intention to travel abroad Ranking in category 1: All international destinations (mean = 46%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Österreich (Austria)		11	Innsbruck (Innsbruck)	
2	Tirol (Tirol)		12	Vorarlberg (Vorarlberg)	
3	Südtirol (South Tirol)		13	Stockholm (Stockholm)	
4	Salzburger Land (Salzburger Land)		14	Luxemburg (Luxembourg)	
5	Kärnten (Carinthia)		15	Wien (Vienna)	
6	Steiermark (Styria)		16	Zürich (Zurich)	
7	Oberösterreich (Upper Austria)		17	Graz (Graz)	
8	Salzburg (Salzburg)		18	Wilder Kaiser (Wild Kaiser Mountain Range)	
9	Niederösterreich (Lower Austria)		19	Schladming-Dachstein (Schladming-Dachstein)	
10	Burgenland (Burgenland)		20	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	17%

► **Note:** Last survey taken into consideration in October until December 2021

7.1 Supported theme suitability – Competitor analysis: All international destinations

 “Enjoying nature“ Source market: Germany Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable“ (in % of respondents) Base: All respondents with interest in the theme Ranking in category 1: All international destinations (mean = 45%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Österreich (Austria)		11	Burgenland (Burgenland)	
2	Südtirol (South Tirol)		12	Vorarlberg (Vorarlberg)	
3	Tirol (Tirol)		13	Stockholm (Stockholm)	
4	Salzburger Land (Salzburger Land)		14	Luxemburg (Luxembourg)	
5	Kärnten (Carinthia)		15	Wien (Vienna)	
6	Steiermark (Styria)		16	Zürich (Zurich)	
7	Salzburg (Salzburg)		17	Graz (Graz)	
8	Oberösterreich (Upper Austria)		18	Wilder Kaiser (Wild Kaiser Mountain Range)	
9	Innsbruck (Innsbruck)		19	Schladming-Dachstein (Schladming-Dachstein)	
10	Niederösterreich (Lower Austria)		20	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	16%


► **Note:** Last survey taken into consideration in October until December 2021

7.1 Supported theme suitability – Competitor analysis: All international destinations

 “Being active and involved in sports“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents Ranking in category 1: All international destinations (mean = 33%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Österreich (Austria)		11	Vorarlberg (Vorarlberg)	
2	Südtirol (South Tirol)		12	Stockholm (Stockholm)	
3	Tirol (Tirol)		13	Zürich (Zurich)	
4	Salzburger Land (Salzburger Land)		14	Wien (Vienna)	
5	Kärnten (Carinthia)		15	Burgenland (Burgenland)	
6	Steiermark (Styria)		16	Wilder Kaiser (Wild Kaiser Mountain Range)	
7	Oberösterreich (Upper Austria)		17	Luxemburg (Luxembourg)	
8	Salzburg (Salzburg)		18	Graz (Graz)	
9	Innsbruck (Innsbruck)		19	Schladming-Dachstein (Schladming-Dachstein)	
10	Niederösterreich (Lower Austria)		20	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	11%


► **Note:** Last survey taken into consideration in October until December 2021

7.1 Supported theme suitability – Competitor analysis: All international destinations

 “Being active and involved in sports“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with distinct intention to travel abroad Ranking in category 1: All international destinations (mean = 41%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Österreich (Austria)		11	Vorarlberg (Vorarlberg)	
2	Südtirol (South Tirol)		12	Stockholm (Stockholm)	
3	Tirol (Tirol)		13	Burgenland (Burgenland)	
4	Kärnten (Carinthia)		14	Zürich (Zurich)	
5	Salzburger Land (Salzburger Land)		15	Wien (Vienna)	
6	Steiermark (Styria)		16	Luxemburg (Luxembourg)	
7	Oberösterreich (Upper Austria)		17	Wilder Kaiser (Wild Kaiser Mountain Range)	
8	Innsbruck (Innsbruck)		18	Graz (Graz)	
9	Salzburg (Salzburg)		19	Schladming-Dachstein (Schladming-Dachstein)	
10	Niederösterreich (Lower Austria)		20	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	15%


► **Note:** Last survey taken into consideration in October until December 2021

7.1 Supported theme suitability – Competitor analysis: All international destinations

 “Being active and involved in sports“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme Ranking in category 1: All international destinations (mean = 41%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Österreich (Austria)		11	Zürich (Zurich)	
2	Südtirol (South Tirol)		12	Niederösterreich (Lower Austria)	
3	Tirol (Tirol)		13	Stockholm (Stockholm)	
4	Salzburger Land (Salzburger Land)		14	Vorarlberg (Vorarlberg)	
5	Salzburg (Salzburg)		15	Luxemburg (Luxembourg)	
6	Innsbruck (Innsbruck)		16	Burgenland (Burgenland)	
7	Steiermark (Styria)		17	Wilder Kaiser (Wild Kaiser Mountain Range)	
8	Kärnten (Carinthia)		18	Graz (Graz)	
9	Oberösterreich (Upper Austria)		19	Schladming-Dachstein (Schladming-Dachstein)	
10	Wien (Vienna)		20	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	18%


► **Note:** Last survey taken into consideration in October until December 2021

7.1 Supported theme suitability – Competitor analysis: All international destinations

 “Taking a city break“ Source market: Germany Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable“ (in % of respondents) Base: All respondents Ranking in category 1: All international destinations (mean = 36%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Wien (Vienna)		11	Tirol (Tirol)	
2	Österreich (Austria)		12	Steiermark (Styria)	
3	Salzburg (Salzburg)		13	Oberösterreich (Upper Austria)	
4	Stockholm (Stockholm)		14	Kärnten (Carinthia)	
5	Zürich (Zurich)		15	Niederösterreich (Lower Austria)	
6	Luxemburg (Luxembourg)		16	Vorarlberg (Vorarlberg)	
7	Innsbruck (Innsbruck)		17	Burgenland (Burgenland)	
8	Salzburger Land (Salzburger Land)		18	Wilder Kaiser (Wild Kaiser Mountain Range)	
9	Graz (Graz)		19	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	10%
10	Südtirol (South Tirol)		20	Schladming-Dachstein (Schladming-Dachstein)	


► **Note:** Last survey taken into consideration in October until December 2021

7.1 Supported theme suitability – Competitor analysis: All international destinations

 “Taking a city break“ Source market: Germany Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable“ (in % of respondents) Base: All respondents with distinct intention to travel abroad Ranking in category 1: All international destinations (mean = 43%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Wien (Vienna)		11	Südtirol (South Tirol)	
2	Österreich (Austria)		12	Steiermark (Styria)	
3	Salzburg (Salzburg)		13	Oberösterreich (Upper Austria)	
4	Stockholm (Stockholm)		14	Kärnten (Carinthia)	
5	Zürich (Zurich)		15	Niederösterreich (Lower Austria)	
6	Luxemburg (Luxembourg)		16	Vorarlberg (Vorarlberg)	
7	Salzburger Land (Salzburger Land)		17	Burgenland (Burgenland)	
8	Innsbruck (Innsbruck)		18	Wilder Kaiser (Wild Kaiser Mountain Range)	
9	Graz (Graz)		19	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	11%
10	Tirol (Tirol)		20	Schladming-Dachstein (Schladming-Dachstein)	

► **Note:** Last survey taken into consideration in October until December 2021

7.1 Supported theme suitability – Competitor analysis: All international destinations

 “Taking a city break“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme Ranking in category 1: All international destinations (mean = 44%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Wien (Vienna)		11	Südtirol (South Tirol)	
2	Österreich (Austria)		12	Steiermark (Styria)	
3	Salzburg (Salzburg)		13	Oberösterreich (Upper Austria)	
4	Stockholm (Stockholm)		14	Kärnten (Carinthia)	
5	Zürich (Zurich)		15	Niederösterreich (Lower Austria)	
6	Luxemburg (Luxembourg)		16	Vorarlberg (Vorarlberg)	
7	Innsbruck (Innsbruck)		17	Burgenland (Burgenland)	
8	Salzburger Land (Salzburger Land)		18	Wilder Kaiser (Wild Kaiser Mountain Range)	
9	Tirol (Tirol)		19	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	13%
10	Graz (Graz)		20	Schladming-Dachstein (Schladming-Dachstein)	

► **Note:** Last survey taken into consideration in October until December 2021

Outline

1 GENERAL OVERVIEW OF THE STUDY SERIES DESTINATION BRAND

2 DESIGN OF THE THEME COMPETENCE STUDY DESTINATION BRAND 21

3 OVERVIEW OF KEY RESULTS: UNSUPPORTED THEME COMPETENCE (TOP OF MIND)

4 OVERVIEW OF KEY RESULTS: THREE-DIMENSIONAL THEME COMPETENCE ANALYSIS

5 DEMAND: GENERAL INTEREST POTENTIAL IN DETAIL

6 SUPPLY: SUPPORTED THEME SUITABILITY IN DETAIL

7 COMPETITION: COMPARISON WITH COMPETITORS

7.1 Category 1: All international destinations

7.2 Category 2: All regions


7.3 Category 3: All considered destinations

8 CONTACT AND PROJECT PARTNERS

9 APPENDIX

IMPRINT


7.2 Supported theme suitability – Competitor analysis: All regions

 „Enjoying culinary / gastronomic specialities“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 1 of 2 Ranking in category 2: All regions (mean = 29%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Bayern (Bavaria)		21	Berchtesgadener Land (Berchtesgadener Land)		41	Fehmarn (Fehmarn)	
2	Nordsee (North Sea)		22	Insel Usedom (Usedom Island)		42	Mecklenburgische Seenplatte (Mecklenburg Lake District)	
3	Schwarzwald (Black Forest)		23	Spreewald (Spreewald)		43	Oberösterreich (Upper Austria)	
4	Ostsee (Baltic Sea)		24	Ostfriesische Inseln (East Frisian Islands)		44	Nordseeinsel Amrum (North Sea Island Amrum)	
5	Bodensee (Lake Constance)		25	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		45	Thüringen (Thuringia)	
6	Südtirol (South Tirol)		26	Kärnten (Carinthia)		46	Ruhrgebiet (Ruhr Valley)	
7	Allgäu (Allgäu)		27	Franken (Franconia)		47	Rhein Hessen (Rhine Hesse)	
8	Tirol (Tirol)		28	Steiermark (Styria)		48	Taunus (Taunus)	
9	Bayerischer Wald (Bavarian Forest)		29	Lüneburger Heide (Lüneburg Heath)		49	Sachsen (Saxony)	
10	Sylt (Sylt)		30	Erzgebirge (Ore Mountains)		50	Baden (Baden)	
11	Oberbayern (Upper Bavaria)		31	Rheinland-Pfalz (Rhineland-Palatinate)		51	Münsterland (Münsterland)	
12	Mosel (Moselle)		32	Eifel (Eifel)		52	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)	
13	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		33	Schleswig-Holstein (Schleswig-Holstein)		53	Niederösterreich (Lower Austria)	
14	Salzburger Land (Salzburger Land)		34	Zugspitzregion (Zugspitze region)		54	Borkum (Borkum)	
15	Insel Rügen (Rügen Island)		35	Norderney (Norderney)		55	Brandenburg (Brandenburg)	
16	Baden-Württemberg (Baden-Württemberg)		36	Nordrhein-Westfalen (North Rhine-Westphalia)		56	Romantischer Rhein (Romantic Rhine)	
17	Starnberger See (Lake Starnberg)		37	Harz (Harz)		57	Rheingau (Rheingau)	
18	Pfalz (Palatinate)		38	Hessen (Hesse)		58	Westerwald (Westerwald)	
19	Hochschwarzwald (Upper Black Forest)		39	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)		59	Burgenland (Burgenland)	
20	Thüringer Wald (Thuringian Forest)		40	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		60	Spessart (Spessart)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 „Enjoying culinary / gastronomic specialities“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 2 of 2 Ranking in category 2: All regions (mean = 29%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Kaiserstuhl (Kaiserstuhl)		81	Rhön (Rhön)		101	Lahntal (Lahn Valley)	
62	Dresden Elbland (Dresden Elbland)		82	Oberpfälzer Wald (Upper Palatinate Forest)		102	Bergstraße-Odenwald (Bergstrasse-Odenwald)	
63	Sauerland (Sauerland)		83	Vogtland (Vogtland)		103	Die Prignitz (the Prignitz)	
64	Vorarlberg (Vorarlberg)		84	Weserbergland (Weserbergland)		104	Altmark (Altmark)	
65	Bergisches Land (Bergisches Land)		85	Holsteinische Schweiz (Holstein Switzerland)		105	Saale-Unstrut (Saale-Unstrut)	
66	FrankfurtRheinMain (FrankfurtRhineMain)		86	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		106	Kaiserbäder (Imperial Seaside Resorts)	
67	Niedersachsen (Lower Saxony)		87	Seenland Oder-Spree (Oder-Spree Lake District)		107	Vogelsberg (Vogelsberg)	
68	Fichtelgebirge (Fichtel Mountains)		88	Wilder Kaiser (Wild Kaiser Mountain Range)		108	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)	
69	Föhr (Föhr)		89	Alpenwelt Karwendel (Alpine world Karwendel)		109	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
70	Niederrhein (Lower Rhine)		90	Uckermark (Uckermark)		110	Eichsfeld (Eichsfeld)	
71	Teutoburger Wald (Teutoburg Forest)		91	Havelland (Havelland)		111	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
72	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		92	Ammergauer Alpen (Ammergau Alps)		112	Ruppiner Seenland (Ruppin Lake District)	
73	Saarland (Saarland)		93	Weimarer Land (Weimarer Land)		113	Dahme-Seenland (Dahme Lake District)	
74	Sachsen-Anhalt (Saxony-Anhalt)		94	Lausitzer Seenland (Lusatian Lake District)		114	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
75	Mittelrhein (Middle Rhine)		95	Altenburger Land (Altenburger Land)		115	Fläming (Fläming)	
76	Nürnberger Land (Nuremberg Land)		96	Fränkisches Seenland (Franconian Lake District)		116	Naheland (Naheland)	
77	Ahrtal (Ahr Valley)		97	Schladming-Dachstein (Schladming-Dachstein)				
78	Oberschwaben (Upper Swabia)		98	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)				
79	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		99	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	14%			
80	Oberlausitz (Upper Lusatia)		100	Nahe (Nahe)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 „Enjoying culinary / gastronomic specialities“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 1 of 2 Ranking in category 2: All regions (mean = 37%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Schwarzwald (Black Forest)		21	Thüringer Wald (Thuringian Forest)		41	Oberösterreich (Upper Austria)	
2	Bayern (Bavaria)		22	Ostfriesische Inseln (East Frisian Islands)		42	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)	
3	Nordsee (North Sea)		23	Berchtesgadener Land (Berchtesgadener Land)		43	Nordseeinsel Amrum (North Sea Island Amrum)	
4	Ostsee (Baltic Sea)		24	Insel Usedom (Usedom Island)		44	Fehmarn (Fehmarn)	
5	Bodensee (Lake Constance)		25	Spreewald (Spreewald)		45	Rheinessen (Rhine Hesse)	
6	Tirol (Tirol)		26	Franken (Franconia)		46	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)	
7	Südtirol (South Tirol)		27	Kärnten (Carinthia)		47	Taunus (Taunus)	
8	Allgäu (Allgäu)		28	Zugspitzregion (Zugspitze region)		48	Thüringen (Thuringia)	
9	Bayerischer Wald (Bavarian Forest)		29	Steiermark (Styria)		49	Ruhrgebiet (Ruhr Valley)	
10	Oberbayern (Upper Bavaria)		30	Eifel (Eifel)		50	Spessart (Spessart)	
11	Sylt (Sylt)		31	Lüneburger Heide (Lüneburg Heath)		51	Münsterland (Münsterland)	
12	Insel Rügen (Rügen Island)		32	Harz (Harz)		52	Niederösterreich (Lower Austria)	
13	Salzburger Land (Salzburger Land)		33	Erzgebirge (Ore Mountains)		53	Westerwald (Westerwald)	
14	Mosel (Moselle)		34	Norderney (Norderney)		54	Sauerland (Sauerland)	
15	Starnberger See (Lake Starnberg)		35	Hessen (Hesse)		55	Borkum (Borkum)	
16	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		36	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)		56	Baden (Baden)	
17	Baden-Württemberg (Baden-Württemberg)		37	Rheinland-Pfalz (Rhineland-Palatinate)		57	Sachsen (Saxony)	
18	Hochschwarzwald (Upper Black Forest)		38	Nordrhein-Westfalen (North Rhine-Westphalia)		58	Kaiserstuhl (Kaiserstuhl)	
19	Pfalz (Palatinate)		39	Mecklenburgische Seenplatte (Mecklenburg Lake District)		59	Burgenland (Burgenland)	
20	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		40	Schleswig-Holstein (Schleswig-Holstein)		60	Romantischer Rhein (Romantic Rhine)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 „Enjoying culinary / gastronomic specialities“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 2 of 2 Ranking in category 2: All regions (mean = 37%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Fichtelgebirge (Fichtel Mountains)		81	Oberlausitz (Upper Lusatia)		101	Schladming-Dachstein (Schladming-Dachstein)	
62	Vorarlberg (Vorarlberg)		82	Weserbergland (Weserbergland)		102	Bergstraße-Odenwald (Bergstrasse-Odenwald)	
63	Rheingau (Rheingau)		83	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		103	Lahntal (Lahn Valley)	
64	Brandenburg (Brandenburg)		84	Vogtland (Vogtland)		104	Altmark (Altmark)	
65	Dresden Elbland (Dresden Elbland)		85	Seenland Oder-Spree (Oder-Spree Lake District)		105	Saale-Unstrut (Saale-Unstrut)	
66	Bergisches Land (Bergisches Land)		86	Holsteinische Schweiz (Holstein Switzerland)		106	Vogelsberg (Vogelsberg)	
67	FrankfurtRheinMain (FrankfurtRhineMain)		87	Wilder Kaiser (Wild Kaiser Mountain Range)		107	Kaiserbäder (Imperial Seaside Resorts)	
68	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		88	Uckermark (Uckermark)		108	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)	
69	Niederrhein (Lower Rhine)		89	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		109	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
70	Teutoburger Wald (Teutoburg Forest)		90	Ammergauer Alpen (Ammergau Alps)		110	Eichsfeld (Eichsfeld)	
71	Föhr (Föhr)		91	Alpenwelt Karwendel (Alpine world Karwendel)		111	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
72	Niedersachsen (Lower Saxony)		92	Havelland (Havelland)		112	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
73	Mittelrhein (Middle Rhine)		93	Weimarer Land (Weimarer Land)		113	Dahme-Seenland (Dahme Lake District)	
74	Saarland (Saarland)		94	Altenburger Land (Altenburger Land)		114	Ruppiner Seenland (Ruppin Lake District)	
75	Sachsen-Anhalt (Saxony-Anhalt)		95	Lausitzer Seenland (Lusatian Lake District)		115	Fläming (Fläming)	
76	Rhön (Rhön)		96	Fränkisches Seenland (Franconian Lake District)		116	Naheland (Naheland)	
77	Nürnberger Land (Nuremberg Land)		97	Nahe (Nahe)				
78	Ahrtal (Ahr Valley)		98	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)				
79	Oberschwaben (Upper Swabia)		99	Die nordspanische Region Navarra (The northern Spanish region of Navarra)	19%			
80	Oberpfälzer Wald (Upper Palatinate Forest)		100	Die Prignitz (the Prignitz)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 <p style="text-align: center;">„Visit to cultural institutions / using cultural services“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 1 of 2 Ranking in category 2: All regions (mean = 23%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Bayern (Bavaria)		21	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		41	Niedersachsen (Lower Saxony)	
2	Bodensee (Lake Constance)		22	Starnberger See (Lake Starnberg)		42	Chiemgau - Chiemsee (Chiemgau - Chiemsee)	
3	Schwarzwald (Black Forest)		23	Schleswig-Holstein (Schleswig-Holstein)		43	Taunus (Taunus)	
4	Ostsee (Baltic Sea)		24	Rheinland-Pfalz (Rhineland-Palatinate)		44	Kärnten (Carinthia)	
5	Oberbayern (Upper Bavaria)		25	Sylt (Sylt)		45	Baden (Baden)	
6	Tirol (Tirol)		26	Mosel (Moselle)		46	Mecklenburgische Seenplatte (Mecklenburg Lake District)	
7	Salzburger Land (Salzburger Land)		27	Münsterland (Münsterland)		47	Oberösterreich (Upper Austria)	
8	Nordsee (North Sea)		28	Steiermark (Styria)		48	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)	
9	Nordrhein-Westfalen (North Rhine-Westphalia)		29	Franken (Franconia)		49	Lüneburger Heide (Lüneburg Heath)	
10	Südtirol (South Tirol)		30	Harz (Harz)		50	Sachsen-Anhalt (Saxony-Anhalt)	
11	Baden-Württemberg (Baden-Württemberg)		31	FrankfurtRheinMain (FrankfurtRhineMain)		51	Rhein Hessen (Rhine Hesse)	
12	Ruhrgebiet (Ruhr Valley)		32	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		52	Ostfriesische Inseln (East Frisian Islands)	
13	Bayerischer Wald (Bavarian Forest)		33	Thüringen (Thuringia)		53	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)	
14	Sachsen (Saxony)		34	Hochschwarzwald (Upper Black Forest)		54	Romantischer Rhein (Romantic Rhine)	
15	Allgäu (Allgäu)		35	Spreewald (Spreewald)		55	Zugspitzregion (Zugspitze region)	
16	Thüringer Wald (Thuringian Forest)		36	Berchtesgadener Land (Berchtesgadener Land)		56	Niederrhein (Lower Rhine)	
17	Erzgebirge (Ore Mountains)		37	Insel Usedom (Usedom Island)		57	Teutoburger Wald (Teutoburg Forest)	
18	Insel Rügen (Rügen Island)		38	Brandenburg (Brandenburg)		58	Niederösterreich (Lower Austria)	
19	Dresden Elbland (Dresden Elbland)		39	Eifel (Eifel)		59	Rheingau (Rheingau)	
20	Hessen (Hesse)		40	Pfalz (Palatinate)		60	Sauerland (Sauerland)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 „Visit to cultural institutions / using cultural services“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 2 of 2 Ranking in category 2: All regions (mean = 23%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Norderney (Norderney)		81	Borkum (Borkum)		101	Welterberregion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
62	Bergisches Land (Bergisches Land)		82	Vogtland (Vogtland)		102	Kaiserbäder (Imperial Seaside Resorts)	
63	Vorarlberg (Vorarlberg)		83	Oberpfälzer Wald (Upper Palatinate Forest)		103	Lahntal (Lahn Valley)	
64	Spessart (Spessart)		84	Rhön (Rhön)		104	Die Prignitz (the Prignitz)	
65	Nürnberger Land (Nuremberg Land)		85	Föhr (Föhr)		105	Altmark (Altmark)	
66	Mittelrhein (Middle Rhine)		86	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		106	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
67	Burgenland (Burgenland)		87	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		107	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
68	Westerwald (Westerwald)		88	Uckermark (Uckermark)		108	Bergstraße-Odenwald (Bergstrasse-Odenwald)	
69	Fehmarn (Fehmarn)		89	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		109	Schladming-Dachstein (Schladming-Dachstein)	
70	Saarland (Saarland)		90	Wilder Kaiser (Wild Kaiser Mountain Range)		110	Nahe (Nahe)	
71	Nordseeinsel Amrum (North Sea Island Amrum)		91	Ammergauer Alpen (Ammergau Alps)		111	Vogelsberg (Vogelsberg)	
72	Fichtelgebirge (Fichtel Mountains)		92	Havelland (Havelland)		112	Eichsfeld (Eichsfeld)	
73	Kaiserstuhl (Kaiserstuhl)		93	Ahrtal (Ahr Valley)		113	Ruppiner Seenland (Ruppin Lake District)	
74	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		94	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)		114	Fläming (Fläming)	
75	Weserbergland (Weserbergland)		95	Altenburger Land (Altenburger Land)		115	Dahme-Seenland (Dahme Lake District)	
76	Oberschwaben (Upper Swabia)		96	Alpenwelt Karwendel (Alpine world Karwendel)		116	Naheland (Naheland)	
77	Weimarer Land (Weimarer Land)		97	Lausitzer Seenland (Lusatian Lake District)				
78	Oberlausitz (Upper Lusatia)		98	Saale-Unstrut (Saale-Unstrut)				
79	Holsteinische Schweiz (Holstein Switzerland)		99	Fränkisches Seenland (Franconian Lake District)				
80	Seenland Oder-Spree (Oder-Spree Lake District)		100	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	11%			

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 „Visit to cultural institutions / using cultural services“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 1 of 2 Ranking in category 2: All regions (mean = 33%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Bayern (Bavaria)		21	Spreewald (Spreewald)		41	Berchtesgadener Land (Berchtesgadener Land)	
2	Schwarzwald (Black Forest)		22	Schleswig-Holstein (Schleswig-Holstein)		42	Brandenburg (Brandenburg)	
3	Bodensee (Lake Constance)		23	Mosel (Moselle)		43	Lüneburger Heide (Lüneburg Heath)	
4	Ostsee (Baltic Sea)		24	Thüringer Wald (Thuringian Forest)		44	Mecklenburgische Seenplatte (Mecklenburg Lake District)	
5	Tirol (Tirol)		25	Steiermark (Styria)		45	Kärnten (Carinthia)	
6	Salzburger Land (Salzburger Land)		26	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		46	Romantischer Rhein (Romantic Rhine)	
7	Nordsee (North Sea)		27	Franken (Franconia)		47	Oberösterreich (Upper Austria)	
8	Südtirol (South Tirol)		28	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		48	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)	
9	Oberbayern (Upper Bavaria)		29	Sachsen (Saxony)		49	Niedersachsen (Lower Saxony)	
10	Nordrhein-Westfalen (North Rhine-Westphalia)		30	Sylt (Sylt)		50	Rhein Hessen (Rhine Hesse)	
11	Baden-Württemberg (Baden-Württemberg)		31	Hochschwarzwald (Upper Black Forest)		51	Ostfriesische Inseln (East Frisian Islands)	
12	Ruhrgebiet (Ruhr Valley)		32	Harz (Harz)		52	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)	
13	Bayerischer Wald (Bavarian Forest)		33	Hessen (Hesse)		53	Baden (Baden)	
14	Allgäu (Allgäu)		34	Insel Usedom (Usedom Island)		54	Zugspitzregion (Zugspitze region)	
15	Erzgebirge (Ore Mountains)		35	FrankfurtRheinMain (FrankfurtRhineMain)		55	Sauerland (Sauerland)	
16	Insel Rügen (Rügen Island)		36	Taunus (Taunus)		56	Rheingau (Rheingau)	
17	Münsterland (Münsterland)		37	Thüringen (Thuringia)		57	Niederösterreich (Lower Austria)	
18	Starnberger See (Lake Starnberg)		38	Pfalz (Palatinate)		58	Sachsen-Anhalt (Saxony-Anhalt)	
19	Dresden Elbland (Dresden Elbland)		39	Eifel (Eifel)		59	Teutoburger Wald (Teutoburg Forest)	
20	Rheinland-Pfalz (Rhineland-Palatinate)		40	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		60	Niederrhein (Lower Rhine)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 <p style="text-align: center;">„Visit to cultural institutions / using cultural services“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 2 of 2 Ranking in category 2: All regions (mean = 33%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Norderney (Norderney)		81	Oberpfälzer Wald (Upper Palatinate Forest)		101	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
62	Bergisches Land (Bergisches Land)		82	Holsteinische Schweiz (Holstein Switzerland)		102	Lahntal (Lahn Valley)	
63	Vorarlberg (Vorarlberg)		83	Borkum (Borkum)		103	Die Prignitz (the Prignitz)	
64	Spessart (Spessart)		84	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		104	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
65	Burgenland (Burgenland)		85	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)		105	Alpenwelt Karwendel (Alpine world Karwendel)	
66	Mittelrhein (Middle Rhine)		86	Uckermark (Uckermark)		106	Vogelsberg (Vogelsberg)	
67	Westerwald (Westerwald)		87	Havelland (Havelland)		107	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	16%
68	Nürnberger Land (Nuremberg Land)		88	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		108	Bergstraße-Odenwald (Bergstrasse-Odenwald)	
69	Fichtelgebirge (Fichtel Mountains)		89	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		109	Nahe (Nahe)	
70	Fehmarn (Fehmarn)		90	Wilder Kaiser (Wild Kaiser Mountain Range)		110	Altmark (Altmark)	
71	Saarland (Saarland)		91	Föhr (Föhr)		111	Schladming-Dachstein (Schladming-Dachstein)	
72	Seenland Oder-Spree (Oder-Spree Lake District)		92	Rhön (Rhön)		112	Eichsfeld (Eichsfeld)	
73	Nordseeinsel Amrum (North Sea Island Amrum)		93	Ahrtal (Ahr Valley)		113	Fläming (Fläming)	
74	Weimarer Land (Weimarer Land)		94	Ammergauer Alpen (Ammergau Alps)		114	Naheland (Naheland)	
75	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		95	Saale-Unstrut (Saale-Unstrut)		115	Ruppiner Seenland (Ruppin Lake District)	
76	Oberschwaben (Upper Swabia)		96	Fränkisches Seenland (Franconian Lake District)		116	Dahme-Seenland (Dahme Lake District)	
77	Oberlausitz (Upper Lusatia)		97	Altenburger Land (Altenburger Land)				
78	Vogtland (Vogtland)		98	Kaiserbäder (Imperial Seaside Resorts)				
79	Weserbergland (Weserbergland)		99	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)				
80	Kaiserstuhl (Kaiserstuhl)		100	Lausitzer Seenland (Lusatian Lake District)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 <p style="text-align: center;">„Enjoying nature“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 1 of 2 Ranking in category 2: All regions (mean = 37%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Nordsee (North Sea)		21	Mecklenburgische Seenplatte (Mecklenburg Lake District)		41	Borkum (Borkum)	
2	Ostsee (Baltic Sea)		22	Starnberger See (Lake Starnberg)		42	Franken (Franconia)	
3	Bodensee (Lake Constance)		23	Spreewald (Spreewald)		43	Taunus (Taunus)	
4	Bayern (Bavaria)		24	Mosel (Moselle)		44	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)	
5	Schwarzwald (Black Forest)		25	Berchtesgadener Land (Berchtesgadener Land)		45	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)	
6	Bayerischer Wald (Bavarian Forest)		26	Zugspitzregion (Zugspitze region)		46	Teutoburger Wald (Teutoburg Forest)	
7	Allgäu (Allgäu)		27	Norderney (Norderney)		47	Sauerland (Sauerland)	
8	Sylt (Sylt)		28	Hochschwarzwald (Upper Black Forest)		48	Thüringen (Thuringia)	
9	Südtirol (South Tirol)		29	Fehmarn (Fehmarn)		49	Rheinland-Pfalz (Rhineland-Palatinate)	
10	Tirol (Tirol)		30	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		50	Bergisches Land (Bergisches Land)	
11	Harz (Harz)		31	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		51	Oberösterreich (Upper Austria)	
12	Lüneburger Heide (Lüneburg Heath)		32	Salzburger Land (Salzburger Land)		52	Föhr (Föhr)	
13	Insel Rügen (Rügen Island)		33	Schleswig-Holstein (Schleswig-Holstein)		53	Hessen (Hesse)	
14	Thüringer Wald (Thuringian Forest)		34	Nordseeinsel Amrum (North Sea Island Amrum)		54	Münsterland (Münsterland)	
15	Ostfriesische Inseln (East Frisian Islands)		35	Kärnten (Carinthia)		55	Sachsen (Saxony)	
16	Oberbayern (Upper Bavaria)		36	Pfalz (Palatinate)		56	Niederösterreich (Lower Austria)	
17	Erzgebirge (Ore Mountains)		37	Baden-Württemberg (Baden-Württemberg)		57	Spessart (Spessart)	
18	Insel Usedom (Usedom Island)		38	Westerwald (Westerwald)		58	Brandenburg (Brandenburg)	
19	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		39	Fichtelgebirge (Fichtel Mountains)		59	Niedersachsen (Lower Saxony)	
20	Eifel (Eifel)		40	Steiermark (Styria)		60	Kaiserstuhl (Kaiserstuhl)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 <p style="text-align: center;">„Enjoying nature“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 2 of 2 Ranking in category 2: All regions (mean = 37%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Vorarlberg (Vorarlberg)		81	Baden (Baden)		101	Vogelsberg (Vogelsberg)	
62	Nordrhein-Westfalen (North Rhine-Westphalia)		82	Holsteinische Schweiz (Holstein Switzerland)		102	Altmark (Altmark)	
63	Burgenland (Burgenland)		83	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		103	Saale-Unstrut (Saale-Unstrut)	
64	Rheinessen (Rhine Hesse)		84	Mittelrhein (Middle Rhine)		104	Nahe (Nahe)	
65	Niederrhein (Lower Rhine)		85	Wilder Kaiser – Ellmau, Going, Scheffau und Söll (Wild Kaiser Mountain Range – Ellmau, Going, Scheffau and Söll)		105	FrankfurtRheinMain (FrankfurtRhineMain)	
66	Rhön (Rhön)		86	Alpenwelt Karwendel (Alpine world Karwendel)		106	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	14%
67	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		87	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		107	Kaiserbäder (Imperial Seaside Resorts)	
68	Dresden Elbland (Dresden Elbland)		88	Oberschwaben (Upper Swabia)		108	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
69	Weserbergland (Weserbergland)		89	Nürnberger Land (Nuremberg Land)		109	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
70	Rheingau (Rheingau)		90	Ammergauer Alpen (Ammergau Alps)		110	Eichsfeld (Eichsfeld)	
71	Vogtland (Vogtland)		91	Ruhrgebiet (Ruhr Valley)		111	Dahme-Seenland (Dahme Lake District)	
72	Oberlausitz (Upper Lusatia)		92	Lausitzer Seenland (Lusatian Lake District)		112	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)	
73	Sachsen-Anhalt (Saxony-Anhalt)		93	Fränkisches Seenland (Franconian Lake District)		113	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
74	Seenland Oder-Spree (Oder-Spree Lake District)		94	Altenburger Land (Altenburger Land)		114	Ruppiner Seenland (Ruppin Lake District)	
75	Uckermark (Uckermark)		95	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		115	Fläming (Fläming)	
76	Saarland (Saarland)		96	Schladming-Dachstein (Schladming-Dachstein)		116	Naheland (Naheland)	
77	Romantischer Rhein (Romantic Rhine)		97	Bergstraße-Odenwald (Bergstrasse-Odenwald)				
78	Havelland (Havelland)		98	Lahntal (Lahn Valley)				
79	Oberpfälzer Wald (Upper Palatinate Forest)		99	Die Prignitz (the Prignitz)				
80	Ahrtal (Ahr Valley)		100	Weimarer Land (Weimarer Land)				

Source: inspektour (internationale) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 <p style="text-align: center;">„Enjoying nature“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 1 of 2 Ranking in category 2: All regions (mean = 44%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Nordsee (North Sea)		21	Starnberger See (Lake Starnberg)		41	Franken (Franconia)	
2	Ostsee (Baltic Sea)		22	Eifel (Eifel)		42	Taunus (Taunus)	
3	Schwarzwald (Black Forest)		23	Mosel (Moselle)		43	Borkum (Borkum)	
4	Bayern (Bavaria)		24	Spreewald (Spreewald)		44	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)	
5	Bodensee (Lake Constance)		25	Zugspitzregion (Zugspitze region)		45	Sauerland (Sauerland)	
6	Bayerischer Wald (Bavarian Forest)		26	Berchtesgadener Land (Berchtesgadener Land)		46	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)	
7	Allgäu (Allgäu)		27	Norderney (Norderney)		47	Teutoburger Wald (Teutoburg Forest)	
8	Sylt (Sylt)		28	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		48	Thüringen (Thuringia)	
9	Südtirol (South Tirol)		29	Nordseeinsel Amrum (North Sea Island Amrum)		49	Rheinland-Pfalz (Rhineland-Palatinate)	
10	Tirol (Tirol)		30	Hochschwarzwald (Upper Black Forest)		50	Münsterland (Münsterland)	
11	Harz (Harz)		31	Salzburger Land (Salzburger Land)		51	Oberösterreich (Upper Austria)	
12	Insel Rügen (Rügen Island)		32	Fehmarn (Fehmarn)		52	Bergisches Land (Bergisches Land)	
13	Ostfriesische Inseln (East Frisian Islands)		33	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		53	Hessen (Hesse)	
14	Mecklenburgische Seenplatte (Mecklenburg Lake District)		34	Kärnten (Carinthia)		54	Sachsen (Saxony)	
15	Lüneburger Heide (Lüneburg Heath)		35	Schleswig-Holstein (Schleswig-Holstein)		55	Spessart (Spessart)	
16	Thüringer Wald (Thuringian Forest)		36	Pfalz (Palatinate)		56	Brandenburg (Brandenburg)	
17	Insel Usedom (Usedom Island)		37	Westerwald (Westerwald)		57	Föhr (Föhr)	
18	Erzgebirge (Ore Mountains)		38	Baden-Württemberg (Baden-Württemberg)		58	Niedersachsen (Lower Saxony)	
19	Oberbayern (Upper Bavaria)		39	Steiermark (Styria)		59	Niederösterreich (Lower Austria)	
20	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		40	Fichtelgebirge (Fichtel Mountains)		60	Burgenland (Burgenland)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 <p style="text-align: center;">„Enjoying nature“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 2 of 2 Ranking in category 2: All regions (mean = 44%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Vorarlberg (Vorarlberg)		81	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		101	Vogelsberg (Vogelsberg)	
62	Nordrhein-Westfalen (North Rhine-Westphalia)		82	Baden (Baden)		102	Altmark (Altmark)	
63	Rheinhessen (Rhine Hesse)		83	Holsteinische Schweiz (Holstein Switzerland)		103	Saale-Unstrut (Saale-Unstrut)	
64	Niederrhein (Lower Rhine)		84	Mittelrhein (Middle Rhine)		104	Nahe (Nahe)	
65	Kaiserstuhl (Kaiserstuhl)		85	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		105	Kaiserbäder (Imperial Seaside Resorts)	
66	Rhön (Rhön)		86	Wilder Kaiser (Wild Kaiser Mountain Range)		106	FrankfurtRheinMain (FrankfurtRhineMain)	
67	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		87	Oberschwaben (Upper Swabia)		107	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	16%
68	Uckermark (Uckermark)		88	Ammergauer Alpen (Ammergau Alps)		108	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)	
69	Sachsen-Anhalt (Saxony-Anhalt)		89	Nürnberger Land (Nuremberg Land)		109	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
70	Dresden Elbland (Dresden Elbland)		90	Alpenwelt Karwendel (Alpine world Karwendel)		110	Eichsfeld (Eichsfeld)	
71	Weserbergland (Weserbergland)		91	Ruhrgebiet (Ruhr Valley)		111	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
72	Oberlausitz (Upper Lusatia)		92	Altenburger Land (Altenburger Land)		112	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
73	Rheingau (Rheingau)		93	Lausitzer Seenland (Lusatian Lake District)		113	Dahme-Seenland (Dahme Lake District)	
74	Vogtland (Vogtland)		94	Fränkisches Seenland (Franconian Lake District)		114	Fläming (Fläming)	
75	Oberpfälzer Wald (Upper Palatinate Forest)		95	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		115	Ruppiner Seenland (Ruppin Lake District)	
76	Romantischer Rhein (Romantic Rhine)		96	Lahntal (Lahn Valley)		116	Naheland (Naheland)	
77	Saarland (Saarland)		97	Schladming-Dachstein (Schladming-Dachstein)				
78	Havelland (Havelland)		98	Weimarer Land (Weimarer Land)				
79	Seenland Oder-Spree (Oder-Spree Lake District)		99	Die Prignitz (the Prignitz)				
80	Ahrtal (Ahr Valley)		100	Bergstraße-Odenwald (Bergstrasse-Odenwald)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 „Being active and involved in sports“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 1 of 2 Ranking in category 2: All regions (mean = 31%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Nordsee (North Sea)		21	Mecklenburgische Seenplatte (Mecklenburg Lake District)		41	Borkum (Borkum)	
2	Ostsee (Baltic Sea)		22	Lüneburger Heide (Lüneburg Heath)		42	Taunus (Taunus)	
3	Allgäu (Allgäu)		23	Norderney (Norderney)		43	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)	
4	Bodensee (Lake Constance)		24	Fehmarn (Fehmarn)		44	Baden-Württemberg (Baden-Württemberg)	
5	Südtirol (South Tirol)		25	Erzgebirge (Ore Mountains)		45	Oberösterreich (Upper Austria)	
6	Schwarzwald (Black Forest)		26	Hochschwarzwald (Upper Black Forest)		46	Franken (Franconia)	
7	Bayern (Bavaria)		27	Berchtesgadener Land (Berchtesgadener Land)		47	Sauerland (Sauerland)	
8	Bayerischer Wald (Bavarian Forest)		28	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		48	Nordrhein-Westfalen (North Rhine-Westphalia)	
9	Sylt (Sylt)		29	Nordseeinsel Amrum (North Sea Island Amrum)		49	Thüringen (Thuringia)	
10	Tirol (Tirol)		30	Spreewald (Spreewald)		50	Teutoburger Wald (Teutoburg Forest)	
11	Harz (Harz)		31	Salzburger Land (Salzburger Land)		51	Rheinland-Pfalz (Rhineland-Palatinate)	
12	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		32	Schleswig-Holstein (Schleswig-Holstein)		52	Föhr (Föhr)	
13	Oberbayern (Upper Bavaria)		33	Kärnten (Carinthia)		53	Bergisches Land (Bergisches Land)	
14	Insel Usedom (Usedom Island)		34	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		54	Niedersachsen (Lower Saxony)	
15	Insel Rügen (Rügen Island)		35	Mosel (Moselle)		55	Hessen (Hesse)	
16	Ostfriesische Inseln (East Frisian Islands)		36	Westerwald (Westerwald)		56	Brandenburg (Brandenburg)	
17	Thüringer Wald (Thuringian Forest)		37	Pfalz (Palatinate)		57	Sachsen (Saxony)	
18	Starnberger See (Lake Starnberg)		38	Steiermark (Styria)		58	Spessart (Spessart)	
19	Eifel (Eifel)		39	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)		59	Niederösterreich (Lower Austria)	
20	Zugspitzregion (Zugspitze region)		40	Fichtelgebirge (Fichtel Mountains)		60	Vorarlberg (Vorarlberg)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 <p style="text-align: center;">„Being active and involved in sports“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 2 of 2 Ranking in category 2: All regions (mean = 31%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Münsterland (Münsterland)		81	Saarland (Saarland)		101	Vogelsberg (Vogelsberg)	
62	Rheinessen (Rhine Hesse)		82	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		102	Saale-Unstrut (Saale-Unstrut)	
63	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		83	Alpenwelt Karwendel (Alpine world Karwendel)		103	Altmark (Altmark)	
64	Niederrhein (Lower Rhine)		84	Ammergauer Alpen (Ammergau Alps)		104	Bergstraße-Odenwald (Bergstrasse-Odenwald)	
65	Kaiserstuhl (Kaiserstuhl)		85	Mittelrhein (Middle Rhine)		105	Kaiserbäder (Imperial Seaside Resorts)	
66	Vogtland (Vogtland)		86	Baden (Baden)		106	Nahe (Nahe)	
67	Seenland Oder-Spree (Oder-Spree Lake District)		87	Fränkisches Seenland (Franconian Lake District)		107	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
68	Burgenland (Burgenland)		88	Dresden Elbland (Dresden Elbland)		108	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	11%
69	Sachsen-Anhalt (Saxony-Anhalt)		89	Lausitzer Seenland (Lusatian Lake District)		109	Eichsfeld (Eichsfeld)	
70	Uckermark (Uckermark)		90	Oberschwaben (Upper Swabia)		110	Dahme-Seenland (Dahme Lake District)	
71	Rhön (Rhön)		91	Nürnberger Land (Nuremberg Land)		111	Ruppiner Seenland (Ruppin Lake District)	
72	Ruhrgebiet (Ruhr Valley)		92	Ahrtal (Ahr Valley)		112	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)	
73	Weserbergland (Weserbergland)		93	Schladming-Dachstein (Schladming-Dachstein)		113	Fläming (Fläming)	
74	Romantischer Rhein (Romantic Rhine)		94	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		114	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
75	Holsteinische Schweiz (Holstein Switzerland)		95	FrankfurtRheinMain (FrankfurtRhineMain)		115	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
76	Oberpfälzer Wald (Upper Palatinate Forest)		96	Lahntal (Lahn Valley)		116	Naheland (Naheland)	
77	Wilder Kaiser (Wild Kaiser Mountain Range)		97	Altenburger Land (Altenburger Land)				
78	Havelland (Havelland)		98	Die Prignitz (the Prignitz)				
79	Rheingau (Rheingau)		99	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)				
80	Oberlausitz (Upper Lusatia)		100	Weimarer Land (Weimarer Land)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 „Being active and involved in sports“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 1 of 2 Ranking in category 2: All regions (mean = 38%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Ostsee (Baltic Sea)		21	Lüneburger Heide (Lüneburg Heath)		41	Fichtelgebirge (Fichtel Mountains)	
2	Schwarzwald (Black Forest)		22	Mosel (Moselle)		42	Sauerland (Sauerland)	
3	Nordsee (North Sea)		23	Hochschwarzwald (Upper Black Forest)		43	Baden-Württemberg (Baden-Württemberg)	
4	Bodensee (Lake Constance)		24	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		44	Westerwald (Westerwald)	
5	Bayerischer Wald (Bavarian Forest)		25	Erzgebirge (Ore Mountains)		45	Nordrhein-Westfalen (North Rhine-Westphalia)	
6	Bayern (Bavaria)		26	Mecklenburgische Seenplatte (Mecklenburg Lake District)		46	Schleswig-Holstein (Schleswig-Holstein)	
7	Allgäu (Allgäu)		27	Salzburger Land (Salzburger Land)		47	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)	
8	Südtirol (South Tirol)		28	Norderney (Norderney)		48	Sachsen (Saxony)	
9	Sylt (Sylt)		29	Berchtesgadener Land (Berchtesgadener Land)		49	Thüringen (Thuringia)	
10	Tirol (Tirol)		30	Spreewald (Spreewald)		50	Bergisches Land (Bergisches Land)	
11	Insel Usedom (Usedom Island)		31	Fehmarn (Fehmarn)		51	Münsterland (Münsterland)	
12	Insel Rügen (Rügen Island)		32	Nordseeinsel Amrum (North Sea Island Amrum)		52	Rheinland-Pfalz (Rhineland-Palatinate)	
13	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		33	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)		53	Spessart (Spessart)	
14	Harz (Harz)		34	Pfalz (Palatinate)		54	Teutoburger Wald (Teutoburg Forest)	
15	Ostfriesische Inseln (East Frisian Islands)		35	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)		55	Brandenburg (Brandenburg)	
16	Thüringer Wald (Thuringian Forest)		36	Steiermark (Styria)		56	Föhr (Föhr)	
17	Zugspitzregion (Zugspitze region)		37	Franken (Franconia)		57	Niederösterreich (Lower Austria)	
18	Starnberger See (Lake Starnberg)		38	Taunus (Taunus)		58	Kaiserstuhl (Kaiserstuhl)	
19	Oberbayern (Upper Bavaria)		39	Kärnten (Carinthia)		59	Borkum (Borkum)	
20	Eifel (Eifel)		40	Oberösterreich (Upper Austria)		60	Hessen (Hesse)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 <p style="text-align: center;">„Being active and involved in sports“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 2 of 2 Ranking in category 2: All regions (mean = 38%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Vorarlberg (Vorarlberg)		81	Oberpfälzer Wald (Upper Palatinate Forest)		101	Weimarer Land (Weimarer Land)	
62	Rhein Hessen (Rhine Hesse)		82	Alpenwelt Karwendel (Alpine world Karwendel)		102	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	18%
63	Niedersachsen (Lower Saxony)		83	Dresden Elbland (Dresden Elbland)		103	Altmark (Altmark)	
64	Niederrhein (Lower Rhine)		84	Holsteinische Schweiz (Holstein Switzerland)		104	Kaiserbäder (Imperial Seaside Resorts)	
65	Seenland Oder-Spree (Oder-Spree Lake District)		85	Oberlausitz (Upper Lusatia)		105	Saale-Unstrut (Saale-Unstrut)	
66	Ruhrgebiet (Ruhr Valley)		86	Ahrtal (Ahr Valley)		106	Bergstraße-Odenwald (Bergstrasse-Odenwald)	
67	Sachsen-Anhalt (Saxony-Anhalt)		87	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		107	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
68	Havelland (Havelland)		88	Ammergauer Alpen (Ammergau Alps)		108	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)	
69	Weserbergland (Weserbergland)		89	Mittelrhein (Middle Rhine)		109	Eichsfeld (Eichsfeld)	
70	Rheingau (Rheingau)		90	Nürnberger Land (Nuremberg Land)		110	Nahe (Nahe)	
71	Rhön (Rhön)		91	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		111	Ruppiner Seenland (Ruppin Lake District)	
72	Romantischer Rhein (Romantic Rhine)		92	Saarland (Saarland)		112	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
73	Fränkisches Seenland (Franconian Lake District)		93	Schladming-Dachstein (Schladming-Dachstein)		113	Dahme-Seenland (Dahme Lake District)	
74	NordseeLand Dithmarschen (North Sea Land Dithmarschen)		94	FrankfurtRheinMain (FrankfurtRhineMain)		114	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
75	Baden (Baden)		95	Lausitzer Seenland (Lusatian Lake District)		115	Fläming (Fläming)	
76	Oberschwaben (Upper Swabia)		96	Vogelsberg (Vogelsberg)		116	Naheland (Naheland)	
77	Vogtland (Vogtland)		97	Die Prignitz (the Prignitz)				
78	Burgenland (Burgenland)		98	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)				
79	Uckermark (Uckermark)		99	Altenburger Land (Altenburger Land)				
80	Wilder Kaiser (Wild Kaiser Mountain Range)		100	Lahntal (Lahn Valley)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 „Taking a city break“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 1 of 2 Ranking in category 2: All regions (mean = 22%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Bayern (Bavaria)		21	Franken (Franconia)		41	Spreewald (Spreewald)	
2	Nordrhein-Westfalen (North Rhine-Westphalia)		22	Niedersachsen (Lower Saxony)		42	Baden (Baden)	
3	Ruhrgebiet (Ruhr Valley)		23	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		43	Rheinhessen (Rhine Hesse)	
4	Salzburger Land (Salzburger Land)		24	Thüringer Wald (Thuringian Forest)		44	Berchtesgadener Land (Berchtesgadener Land)	
5	Ostsee (Baltic Sea)		25	Münsterland (Münsterland)		45	Eifel (Eifel)	
6	Baden-Württemberg (Baden-Württemberg)		26	Rheinland-Pfalz (Rhineland-Palatinate)		46	Insel Rügen (Rügen Island)	
7	Bodensee (Lake Constance)		27	Brandenburg (Brandenburg)		47	Nürnberger Land (Nuremberg Land)	
8	FrankfurtRheinMain (FrankfurtRhineMain)		28	Bayerischer Wald (Bavarian Forest)		48	Sylt (Sylt)	
9	Oberbayern (Upper Bavaria)		29	Harz (Harz)		49	Niederrhein (Lower Rhine)	
10	Südtirol (South Tirol)		30	Steiermark (Styria)		50	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)	
11	Sachsen (Saxony)		31	Pfalz (Palatinate)		51	Saarland (Saarland)	
12	Tirol (Tirol)		32	Sachsen-Anhalt (Saxony-Anhalt)		52	Romantischer Rhein (Romantic Rhine)	
13	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		33	Starnberger See (Lake Starnberg)		53	Niederösterreich (Lower Austria)	
14	Schwarzwald (Black Forest)		34	Erzgebirge (Ore Mountains)		54	Taunus (Taunus)	
15	Nordsee (North Sea)		35	Hochschwarzwald (Upper Black Forest)		55	Chiemgau - Chiemsee (Chiemgau - Chiemsee)	
16	Hessen (Hesse)		36	Lüneburger Heide (Lüneburg Heath)		56	Bergisches Land (Bergisches Land)	
17	Schleswig-Holstein (Schleswig-Holstein)		37	Allgäu (Allgäu)		57	Sauerland (Sauerland)	
18	Dresden Elbland (Dresden Elbland)		38	Oberösterreich (Upper Austria)		58	Rheingau (Rheingau)	
19	Thüringen (Thuringia)		39	Mecklenburgische Seenplatte (Mecklenburg Lake District)		59	Insel Usedom (Usedom Island)	
20	Mosel (Moselle)		40	Kärnten (Carinthia)		60	Mittelrhein (Middle Rhine)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 <p style="text-align: center;">„Taking a city break“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 2 of 2 Ranking in category 2: All regions (mean = 22%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Ostfriesische Inseln (East Frisian Islands)		81	Nordseeinsel Amrum (North Sea Island Amrum)		101	Welterbergregion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
62	Zugspitzregion (Zugspitze region)		82	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		102	Altmark (Altmark)	
63	Teutoburger Wald (Teutoburg Forest)		83	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		103	Lahntal (Lahn Valley)	
64	Vorarlberg (Vorarlberg)		84	Uckermark (Uckermark)		104	Alpenwelt Karwendel (Alpine world Karwendel)	
65	Spessart (Spessart)		85	Fichtelgebirge (Fichtel Mountains)		105	Die Prignitz (the Prignitz)	
66	Norderney (Norderney)		86	Oberpfälzer Wald (Upper Palatinate Forest)		106	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
67	Westerwald (Westerwald)		87	Rhön (Rhön)		107	Ammergauer Alpen (Ammergau Alps)	
68	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)		88	Ahrtal (Ahr Valley)		108	Nahe (Nahe)	
69	Weimarer Land (Weimarer Land)		89	Havelland (Havelland)		109	Schladming-Dachstein (Schladming-Dachstein)	
70	Oberlausitz (Upper Lusatia)		90	Borkum (Borkum)		110	Vogelsberg (Vogelsberg)	
71	Burgenland (Burgenland)		91	Wilder Kaiser (Wild Kaiser Mountain Range)		111	Eichsfeld (Eichsfeld)	
72	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		92	Altenburger Land (Altenburger Land)		112	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
73	Holsteinische Schweiz (Holstein Switzerland)		93	Föhr (Föhr)		113	Fläming (Fläming)	
74	Seenland Oder-Spree (Oder-Spree Lake District)		94	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)		114	Ruppiner Seenland (Ruppin Lake District)	
75	Kaiserstuhl (Kaiserstuhl)		95	Fränkisches Seenland (Franconian Lake District)		115	Dahme-Seenland (Dahme Lake District)	
76	Oberschwaben (Upper Swabia)		96	Saale-Unstrut (Saale-Unstrut)		116	Naheland (Naheland)	
77	Fehmarn (Fehmarn)		97	Lausitzer Seenland (Lusatian Lake District)				
78	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		98	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	10%			
79	Vogtland (Vogtland)		99	Bergstraße-Odenwald (Bergstrasse-Odenwald)				
80	Weserbergland (Weserbergland)		100	Kaiserbäder (Imperial Seaside Resorts)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.2 Supported theme suitability – Competitor analysis: All regions

 „Taking a city break“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 1 of 2 Ranking in category 2: All regions (mean = 28%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Bayern (Bavaria)		21	Münsterland (Münsterland)		41	Allgäu (Allgäu)	
2	Ostsee (Baltic Sea)		22	Thüringen (Thuringia)		42	Insel Rügen (Rügen Island)	
3	Salzburger Land (Salzburger Land)		23	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		43	Hochschwarzwald (Upper Black Forest)	
4	Ruhrgebiet (Ruhr Valley)		24	Rheinland-Pfalz (Rhineland-Palatinate)		44	Berchtesgadener Land (Berchtesgadener Land)	
5	Nordrhein-Westfalen (North Rhine-Westphalia)		25	Niedersachsen (Lower Saxony)		45	Eifel (Eifel)	
6	Bodensee (Lake Constance)		26	Thüringer Wald (Thuringian Forest)		46	Niederrhein (Lower Rhine)	
7	FrankfurtRheinMain (FrankfurtRhineMain)		27	Harz (Harz)		47	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)	
8	Baden-Württemberg (Baden-Württemberg)		28	Steiermark (Styria)		48	Rheinhessen (Rhine Hesse)	
9	Tirol (Tirol)		29	Starnberger See (Lake Starnberg)		49	Nürnberger Land (Nuremberg Land)	
10	Schwarzwald (Black Forest)		30	Brandenburg (Brandenburg)		50	Romantischer Rhein (Romantic Rhine)	
11	Oberbayern (Upper Bavaria)		31	Pfalz (Palatinate)		51	Taunus (Taunus)	
12	Südtirol (South Tirol)		32	Baden (Baden)		52	Chiemgau - Chiemsee (Chiemgau - Chiemsee)	
13	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		33	Lüneburger Heide (Lüneburg Heath)		53	Sylt (Sylt)	
14	Sachsen (Saxony)		34	Bayerischer Wald (Bavarian Forest)		54	Saarland (Saarland)	
15	Nordsee (North Sea)		35	Erzgebirge (Ore Mountains)		55	Niederösterreich (Lower Austria)	
16	Schleswig-Holstein (Schleswig-Holstein)		36	Sachsen-Anhalt (Saxony-Anhalt)		56	Sauerland (Sauerland)	
17	Hessen (Hesse)		37	Oberösterreich (Upper Austria)		57	Bergisches Land (Bergisches Land)	
18	Mosel (Moselle)		38	Kärnten (Carinthia)		58	Rheingau (Rheingau)	
19	Dresden Elbland (Dresden Elbland)		39	Mecklenburgische Seenplatte (Mecklenburg Lake District)		59	Mittelrhein (Middle Rhine)	
20	Franken (Franconia)		40	Spreewald (Spreewald)		60	Zugspitzregion (Zugspitze region)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021

7.2 Supported theme suitability – Competitor analysis: All regions

 <p style="text-align: center;">„Taking a city break“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 2 of 2 Ranking in category 2: All regions (mean = 28%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Westerwald (Westerwald)		81	Oberschwaben (Upper Swabia)		101	Kaiserbäder (Imperial Seaside Resorts)	
62	Spessart (Spessart)		82	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		102	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
63	Teutoburger Wald (Teutoburg Forest)		83	Oberpfälzer Wald (Upper Palatinate Forest)		103	Bergstraße-Odenwald (Bergstrasse-Odenwald)	
64	Insel Usedom (Usedom Island)		84	Fichtelgebirge (Fichtel Mountains)		104	Vogelsberg (Vogelsberg)	
65	Vorarlberg (Vorarlberg)		85	Havelland (Havelland)		105	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
66	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)		86	Uckermark (Uckermark)		106	Altmark (Altmark)	
67	Norderney (Norderney)		87	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		107	Lahntal (Lahn Valley)	
68	Weimarer Land (Weimarer Land)		88	Ahrtal (Ahr Valley)		108	Alpenwelt Karwendel (Alpine world Karwendel)	
69	Ostfriesische Inseln (East Frisian Islands)		89	Rhön (Rhön)		109	Nahe (Nahe)	
70	Burgenland (Burgenland)		90	Fränkisches Seenland (Franconian Lake District)		110	Eichsfeld (Eichsfeld)	
71	Oberlausitz (Upper Lusatia)		91	Föhr (Föhr)		111	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
72	Holsteinische Schweiz (Holstein Switzerland)		92	Borkum (Borkum)		112	Schladming-Dachstein (Schladming-Dachstein)	
73	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		93	Altenburger Land (Altenburger Land)		113	Fläming (Fläming)	
74	Seenland Oder-Spree (Oder-Spree Lake District)		94	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)		114	Ruppiner Seenland (Ruppin Lake District)	
75	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		95	Wilder Kaiser (Wild Kaiser Mountain Range)		115	Naheland (Naheland)	
76	Weserbergland (Weserbergland)		96	Saale-Unstrut (Saale-Unstrut)		116	Dahme-Seenland (Dahme Lake District)	
77	Vogtland (Vogtland)		97	Die nordspanische Region Navarra (The northern Spanish region of Navarra)	13%			
78	Kaiserstuhl (Kaiserstuhl)		98	Lausitzer Seenland (Lusatian Lake District)				
79	Fehmarn (Fehmarn)		99	Ammergau Alpen (Ammergau Alps)				
80	Nordseeinsel Amrum (North Sea Island Amrum)		100	Die Prignitz (the Prignitz)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021

Outline

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2 DESIGN OF THE THEME COMPETENCE STUDY DESTINATION BRAND 21

3 OVERVIEW OF KEY RESULTS: UNSUPPORTED THEME COMPETENCE (TOP OF MIND)

4 OVERVIEW OF KEY RESULTS: THREE-DIMENSIONAL THEME COMPETENCE ANALYSIS

5 DEMAND: GENERAL INTEREST POTENTIAL IN DETAIL

6 SUPPLY: SUPPORTED THEME SUITABILITY IN DETAIL

7 COMPETITION: COMPARISON WITH COMPETITORS

7.1 Category 1: All international destinations

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8 CONTACT AND PROJECT PARTNERS

9 APPENDIX

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7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Enjoying culinary / gastronomic specialities“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 1 of 3 Ranking in category 3: All considered destinations (mean = 31%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Wien (Vienna)		21	Zürich (Zurich)		41	Heidelberg (Heidelberg)	
2	Österreich (Austria)		22	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		42	Chiemgau - Chiemsee (Chiemgau - Chiemsee)	
3	Bayern (Bavaria)		23	Salzburger Land (Salzburger Land)		43	Düsseldorf (Düsseldorf)	
4	München (Munich)		24	Insel Rügen (Rügen Island)		44	Lübeck.Travemünde (Lübeck.Travemünde)	
5	Nordsee (North Sea)		25	Baden-Württemberg (Baden-Württemberg)		45	Kärnten (Carinthia)	
6	Schwarzwald (Black Forest)		26	Starnberger See (Lake Starnberg)		46	Garmisch-Partenkirchen (Garmisch-Partenkirchen)	
7	Ostsee (Baltic Sea)		27	Frankfurt am Main (Frankfurt on the Main)		47	Franken (Franconia)	
8	Salzburg (Salzburg)		28	Stockholm (Stockholm)		48	Graz (Graz)	
9	Bodensee (Lake Constance)		29	Innsbruck (Innsbruck)		49	Steiermark (Styria)	
10	Südtirol (South Tirol)		30	Pfalz (Palatinate)		50	Lüneburger Heide (Lüneburg Heath)	
11	Allgäu (Allgäu)		31	Stuttgart (Stuttgart)		51	Erzgebirge (Ore Mountains)	
12	Tirol (Tirol)		32	Hochschwarzwald (Upper Black Forest)		52	Rheinland-Pfalz (Rhineland-Palatinate)	
13	Hamburg (Hamburg)		33	Thüringer Wald (Thuringian Forest)		53	Eifel (Eifel)	
14	Bayerischer Wald (Bavarian Forest)		34	Berchtesgadener Land (Berchtesgadener Land)		54	Schleswig-Holstein (Schleswig-Holstein)	
15	Sylt (Sylt)		35	Insel Usedom (Usedom Island)		55	Zugspitzregion (Zugspitze region)	
16	Berlin (Berlin)		36	Spreewald (Spreewald)		56	Norderney (Norderney)	
17	Oberbayern (Upper Bavaria)		37	Leipzig (Leipzig)		57	Nordrhein-Westfalen (North Rhine-Westphalia)	
18	Köln (Cologne)		38	Kiel (Kiel)		58	Harz (Harz)	
19	Nürnberg (Nuremberg)		39	Freiburg im Breisgau (Freiburg in the Breisgau)		59	Hessen (Hesse)	
20	Mosel (Moselle)		40	Ostfriesische Inseln (East Frisian Islands)		60	Potsdam (Potsdam)	

Source: inspektour (international) GmbH, 2021

► **Note:** Last survey taken into consideration in October until December 2021

7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Enjoying culinary / gastronomic specialities“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 2 of 3 Ranking in category 3: All considered destinations (mean = 31%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Füssen im Allgäu (Füssen in the Allgäu)		81	Taunus (Taunus)		101	Saarbrücken (Saarbrücken)	
62	Trier (Trier)		82	Sachsen (Saxony)		102	Vorarlberg (Vorarlberg)	
63	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)		83	Baden (Baden)		103	Bremerhaven (Bremerhaven)	
64	Mainz (Mainz)		84	Münsterland (Münsterland)		104	Bergisches Land (Bergisches Land)	
65	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		85	Rothenburg ob der Tauber (Rothenburg ob der Tauber)		105	Aachen (Aachen)	
66	Fehmarn (Fehmarn)		86	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)		106	FrankfurtRheinMain (FrankfurtRhineMain)	
67	Mecklenburgische Seenplatte (Mecklenburg Lake District)		87	Niederösterreich (Lower Austria)		107	Schwerin (Schwerin)	
68	St. Peter-Ording (St. Peter-Ording)		88	Borkum (Borkum)		108	Berlin-Spandau (Berlin-Spandau)	
69	Rostock-Warnemünde (Rostock-Warnemünde)		89	Brandenburg (Brandenburg)		109	Niedersachsen (Lower Saxony)	
70	Oberösterreich (Upper Austria)		90	Romantischer Rhein (Romantic Rhine)		110	Bremen (Bremen)	
71	Nordseeinsel Amrum (North Sea Island Amrum)		91	Magdeburg (Magdeburg)		111	Fichtelgebirge (Fichtel Mountains)	
72	Weimar (Weimar)		92	Erfurt (Erfurt)		112	Föhr (Föhr)	
73	Thüringen (Thuringia)		93	Rheingau (Rheingau)		113	Niederrhein (Lower Rhine)	
74	Hannover (Hanover)		94	Westerwald (Westerwald)		114	Teutoburger Wald (Teutoburg Forest)	
75	Luxemburg (Luxembourg)		95	Burgenland (Burgenland)		115	Nordseeland Dithmarschen (North Sea Land Dithmarschen)	
76	Wiesbaden (Wiesbaden)		96	Spessart (Spessart)		116	Saarland (Saarland)	
77	Ruhrgebiet (Ruhr Valley)		97	Ostseebad Binz (Baltic Resort Binz)		117	Büsum (Büsum)	
78	Rheinhessen (Rhine Hesse)		98	Kaiserstuhl (Kaiserstuhl)		118	Sachsen-Anhalt (Saxony-Anhalt)	
79	Oberstaufen im Allgäu (Oberstaufen in the Allgäu)		99	Dresden Elbland (Dresden Elbland)		119	Mittelrhein (Middle Rhine)	
80	Bonn (Bonn)		100	Sauerland (Sauerland)		120	Nürnberger Land (Nuremberg Land)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Enjoying culinary / gastronomic specialities“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 3 of 3 Ranking in category 3: All considered destinations (mean = 31%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
121	Ostseebad Kühlungsborn (Baltic Resort Kühlungsborn)		141	Duisburg (Duisburg)		161	Vogelsberg (Vogelsberg)	
122	Halle (Saale) (Halle (Saale))		142	Uckermark (Uckermark)		162	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)	
123	Ahrtal (Ahr Valley)		143	Havelland (Havelland)		163	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
124	Oberschwaben (Upper Swabia)		144	Ammergau Alpen (Ammergau Alps)		164	Eichsfeld (Eichsfeld)	
125	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		145	Spandau (Spandau)		165	Dessau-Roßlau (Dessau-Roßlau)	
126	Oberlausitz (Upper Lusatia)		146	Cottbus (Cottbus)		166	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
127	Darmstadt (Darmstadt)		147	Weimarer Land (Weimarer Land)		167	Ruppiner Seenland (Ruppin Lake District)	
128	Rhön (Rhön)		148	Lausitzer Seenland (Lusatian Lake District)		168	Dahme-Seenland (Dahme Lake District)	
129	Oberpfälzer Wald (Upper Palatinate Forest)		149	Altenburger Land (Altenburger Land)		169	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
130	Vogtland (Vogtland)		150	Fränkisches Seenland (Franconian Lake District)		170	Fläming (Fläming)	
131	Kassel (Kassel)		151	Schladming-Dachstein (Schladming-Dachstein)		171	Naheland (Naheland)	
132	Weserbergland (Weserbergland)		152	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)				
133	Winterberg (Winterberg)		153	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	14%			
134	Oberstaufen (Oberstaufen)		154	Nahe (Nahe)				
135	Holsteinische Schweiz (Holstein Switzerland)		155	Lahntal (Lahn Valley)				
136	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		156	Bergstraße-Odenwald (Bergstrasse-Odenwald)				
137	Seenland Oder-Spree (Oder-Spree Lake District)		157	Die Prignitz (the Prignitz)				
138	Wilder Kaiser (Wild Kaiser Mountain Range)		158	Altmark (Altmark)				
139	Rüdesheim und Assmannshausen am Rhein (Rüdesheim and Assmannshausen on the Rhine)		159	Saale-Unstrut (Saale-Unstrut)				
140	Alpenwelt Karwendel (Alpine world Karwendel)		160	Kaiserbäder (Imperial Seaside Resorts)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Enjoying culinary / gastronomic specialities“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 1 of 3 Ranking in category 3: All considered destinations (mean = 39%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Wien (Vienna)		21	Salzburger Land (Salzburger Land)		41	Freiburg im Breisgau (Freiburg in the Breisgau)	
2	Österreich (Austria)		22	Mosel (Moselle)		42	Graz (Graz)	
3	München (Munich)		23	Starnberger See (Lake Starnberg)		43	Garmisch-Partenkirchen (Garmisch-Partenkirchen)	
4	Schwarzwald (Black Forest)		24	Köln (Cologne)		44	Franken (Franconia)	
5	Bayern (Bavaria)		25	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		45	Lübeck.Travemünde (Lübeck.Travemünde)	
6	Nordsee (North Sea)		26	Baden-Württemberg (Baden-Württemberg)		46	Kärnten (Carinthia)	
7	Salzburg (Salzburg)		27	Innsbruck (Innsbruck)		47	Leipzig (Leipzig)	
8	Ostsee (Baltic Sea)		28	Frankfurt am Main (Frankfurt on the Main)		48	Zugspitzregion (Zugspitze region)	
9	Bodensee (Lake Constance)		29	Hochschwarzwald (Upper Black Forest)		49	Steiermark (Styria)	
10	Tirol (Tirol)		30	Pfalz (Palatinate)		50	Düsseldorf (Düsseldorf)	
11	Südtirol (South Tirol)		31	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		51	Eifel (Eifel)	
12	Allgäu (Allgäu)		32	Stockholm (Stockholm)		52	Lüneburger Heide (Lüneburg Heath)	
13	Hamburg (Hamburg)		33	Thüringer Wald (Thuringian Forest)		53	Harz (Harz)	
14	Bayerischer Wald (Bavarian Forest)		34	Heidelberg (Heidelberg)		54	Erzgebirge (Ore Mountains)	
15	Berlin (Berlin)		35	Ostfriesische Inseln (East Frisian Islands)		55	Norderney (Norderney)	
16	Oberbayern (Upper Bavaria)		36	Stuttgart (Stuttgart)		56	Hessen (Hesse)	
17	Nürnberg (Nuremberg)		37	Kiel (Kiel)		57	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)	
18	Sylt (Sylt)		38	Berchtesgadener Land (Berchtesgadener Land)		58	Trier (Trier)	
19	Zürich (Zurich)		39	Insel Usedom (Usedom Island)		59	Rheinland-Pfalz (Rhineland-Palatinate)	
20	Insel Rügen (Rügen Island)		40	Spreewald (Spreewald)		60	Nordrhein-Westfalen (North Rhine-Westphalia)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Enjoying culinary / gastronomic specialities“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 2 of 3 Ranking in category 3: All considered destinations (mean = 39%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Füssen im Allgäu (Füssen in the Allgäu)		81	Ruhrgebiet (Ruhr Valley)		101	Vorarlberg (Vorarlberg)	
62	Mecklenburgische Seenplatte (Mecklenburg Lake District)		82	Spessart (Spessart)		102	Rheingau (Rheingau)	
63	St. Peter-Ording (St. Peter-Ording)		83	Münsterland (Münsterland)		103	Brandenburg (Brandenburg)	
64	Potsdam (Potsdam)		84	Niederösterreich (Lower Austria)		104	Bremerhaven (Bremerhaven)	
65	Mainz (Mainz)		85	Bonn (Bonn)		105	Schwerin (Schwerin)	
66	Schleswig-Holstein (Schleswig-Holstein)		86	Hannover (Hanover)		106	Dresden Elbland (Dresden Elbland)	
67	Rostock-Warnemünde (Rostock-Warnemünde)		87	Westerwald (Westerwald)		107	Bergisches Land (Bergisches Land)	
68	Oberösterreich (Upper Austria)		88	Sauerland (Sauerland)		108	Berlin-Spandau (Berlin-Spandau)	
69	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		89	Borkum (Borkum)		109	FrankfurtRheinMain (FrankfurtRhineMain)	
70	Nordseeinsel Amrum (North Sea Island Amrum)		90	Magdeburg (Magdeburg)		110	Nordseeland Dithmarschen (North Sea Land Dithmarschen)	
71	Oberstaufen im Allgäu (Oberstaufen in the Allgäu)		91	Baden (Baden)		111	Niederrhein (Lower Rhine)	
72	Wiesbaden (Wiesbaden)		92	Sachsen (Saxony)		112	Bremen (Bremen)	
73	Fehmarn (Fehmarn)		93	Ostseebad Binz (Baltic Resort Binz)		113	Teutoburger Wald (Teutoburg Forest)	
74	Luxemburg (Luxembourg)		94	Kaiserstuhl (Kaiserstuhl)		114	Föhr (Föhr)	
75	Rheinhessen (Rhine Hesse)		95	Burgenland (Burgenland)		115	Büsum (Büsum)	
76	Weimar (Weimar)		96	Romantischer Rhein (Romantic Rhine)		116	Niedersachsen (Lower Saxony)	
77	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)		97	Fichtelgebirge (Fichtel Mountains)		117	Mittelrhein (Middle Rhine)	
78	Rothenburg ob der Tauber (Rothenburg ob der Tauber)		98	Aachen (Aachen)		118	Saarland (Saarland)	
79	Taunus (Taunus)		99	Erfurt (Erfurt)		119	Sachsen-Anhalt (Saxony-Anhalt)	
80	Thüringen (Thuringia)		100	Saarbrücken (Saarbrücken)		120	Rhön (Rhön)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Enjoying culinary / gastronomic specialities“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 3 of 3 Ranking in category 3: All considered destinations (mean = 39%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
121	Nürnberger Land (Nuremberg Land)		141	Ammergauer Alpen (Ammergau Alps)		161	Kaiserbäder (Imperial Seaside Resorts)	
122	Ostseebad Kühlungsborn (Baltic Resort Kühlungsborn)		142	Alpenwelt Karwendel (Alpine world Karwendel)		162	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)	
123	Halle (Saale) (Halle (Saale))		143	Duisburg (Duisburg)		163	Dessau-Roßlau (Dessau-Roßlau)	
124	Ahrtal (Ahr Valley)		144	Havelland (Havelland)		164	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
125	Oberschwaben (Upper Swabia)		145	Weimarer Land (Weimarer Land)		165	Eichsfeld (Eichsfeld)	
126	Oberpfälzer Wald (Upper Palatinate Forest)		146	Spandau (Spandau)		166	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
127	Oberlausitz (Upper Lusatia)		147	Cottbus (Cottbus)		167	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
128	Weserbergland (Weserbergland)		148	Altenburger Land (Altenburger Land)		168	Dahme-Seenland (Dahme Lake District)	
129	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		149	Lausitzer Seenland (Lusatian Lake District)		169	Ruppiner Seenland (Ruppin Lake District)	
130	Darmstadt (Darmstadt)		150	Fränkisches Seenland (Franconian Lake District)		170	Fläming (Fläming)	
131	Kassel (Kassel)		151	Nahe (Nahe)		171	Naheland (Naheland)	
132	Vogtland (Vogtland)		152	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)				
133	Oberstaufen (Oberstaufen)		153	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	19%			
134	Seenland Oder-Spree (Oder-Spree Lake District)		154	Die Prignitz (the Prignitz)				
135	Winterberg (Winterberg)		155	Schladming-Dachstein (Schladming-Dachstein)				
136	Holsteinische Schweiz (Holstein Switzerland)		156	Bergstraße-Odenwald (Bergstrasse-Odenwald)				
137	Wilder Kaiser (Wild Kaiser Mountain Range)		157	Lahntal (Lahn Valley)				
138	Rüdesheim und Assmannshausen am Rhein (Rüdesheim and Assmannshausen on the Rhine)		158	Altmark (Altmark)				
139	Uckermark (Uckermark)		159	Saale-Unstrut (Saale-Unstrut)				
140	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		160	Vogelsberg (Vogelsberg)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Visit to cultural institutions / using cultural services“ Source market: Germany Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable“ (in % of respondents) Base: All respondents 1 of 3 Ranking in category 3: All considered destinations (mean = 27%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Wien (Vienna)		21	Ostsee (Baltic Sea)		41	Allgäu (Allgäu)	
2	München (Munich)		22	Oberbayern (Upper Bavaria)		42	Lübeck.Travemünde (Lübeck.Travemünde)	
3	Österreich (Austria)		23	Tirol (Tirol)		43	Thüringer Wald (Thuringian Forest)	
4	Berlin (Berlin)		24	Salzburger Land (Salzburger Land)		44	Erzgebirge (Ore Mountains)	
5	Bayern (Bavaria)		25	Nordsee (North Sea)		45	Insel Rügen (Rügen Island)	
6	Hamburg (Hamburg)		26	Nordrhein-Westfalen (North Rhine-Westphalia)		46	Magdeburg (Magdeburg)	
7	Salzburg (Salzburg)		27	Südtirol (South Tirol)		47	Dresden Elbland (Dresden Elbland)	
8	Köln (Cologne)		28	Baden-Württemberg (Baden-Württemberg)		48	Hessen (Hesse)	
9	Frankfurt am Main (Frankfurt on the Main)		29	Bonn (Bonn)		49	Erfurt (Erfurt)	
10	Leipzig (Leipzig)		30	Innsbruck (Innsbruck)		50	Wiesbaden (Wiesbaden)	
11	Zürich (Zurich)		31	Trier (Trier)		51	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)	
12	Stockholm (Stockholm)		32	Ruhrgebiet (Ruhr Valley)		52	Starnberger See (Lake Starnberg)	
13	Stuttgart (Stuttgart)		33	Bayerischer Wald (Bavarian Forest)		53	Schleswig-Holstein (Schleswig-Holstein)	
14	Bodensee (Lake Constance)		34	Mainz (Mainz)		54	Rheinland-Pfalz (Rhineland-Palatinate)	
15	Nürnberg (Nuremberg)		35	Kiel (Kiel)		55	Sylt (Sylt)	
16	Heidelberg (Heidelberg)		36	Freiburg im Breisgau (Freiburg in the Breisgau)		56	Mosel (Moselle)	
17	Schwarzwald (Black Forest)		37	Graz (Graz)		57	Bremen (Bremen)	
18	Potsdam (Potsdam)		38	Hannover (Hanover)		58	Münsterland (Münsterland)	
19	Düsseldorf (Düsseldorf)		39	Luxemburg (Luxembourg)		59	Steiermark (Styria)	
20	Weimar (Weimar)		40	Sachsen (Saxony)		60	Franken (Franconia)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Visit to cultural institutions / using cultural services“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 2 of 3 Ranking in category 3: All considered destinations (mean = 27%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Harz (Harz)		81	Taunus (Taunus)		101	Teutoburger Wald (Teutoburg Forest)	
62	FrankfurtRheinMain (FrankfurtRhineMain)		82	Kärnten (Carinthia)		102	Niederösterreich (Lower Austria)	
63	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		83	Saarbrücken (Saarbrücken)		103	Ostseebad Binz (Baltic Resort Binz)	
64	Thüringen (Thuringia)		84	Baden (Baden)		104	Rheingau (Rheingau)	
65	Hochschwarzwald (Upper Black Forest)		85	Mecklenburgische Seenplatte (Mecklenburg Lake District)		105	Sauerland (Sauerland)	
66	Spreewald (Spreewald)		86	Oberösterreich (Upper Austria)		106	Norderney (Norderney)	
67	Berchtesgadener Land (Berchtesgadener Land)		87	Halle (Saale) (Halle (Saale))		107	Oberstaufen im Allgäu (Oberstaufen in the Allgäu)	
68	Aachen (Aachen)		88	Kassel (Kassel)		108	Bergisches Land (Bergisches Land)	
69	Schwerin (Schwerin)		89	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)		109	St. Peter-Ording (St. Peter-Ording)	
70	Berlin-Spandau (Berlin-Spandau)		90	Garmisch-Partenkirchen (Garmisch-Partenkirchen)		110	Vorarlberg (Vorarlberg)	
71	Insel Usedom (Usedom Island)		91	Lüneburger Heide (Lüneburg Heath)		111	Spessart (Spessart)	
72	Brandenburg (Brandenburg)		92	Sachsen-Anhalt (Saxony-Anhalt)		112	Nürnberger Land (Nuremberg Land)	
73	Rothenburg ob der Tauber (Rothenburg ob der Tauber)		93	Rheinhessen (Rhine Hesse)		113	Mittelrhein (Middle Rhine)	
74	Füssen im Allgäu (Füssen in the Allgäu)		94	Ostfriesische Inseln (East Frisian Islands)		114	Burgenland (Burgenland)	
75	Rostock-Warnemünde (Rostock-Warnemünde)		95	Darmstadt (Darmstadt)		115	Westerwald (Westerwald)	
76	Bremerhaven (Bremerhaven)		96	Duisburg (Duisburg)		116	Fehmarn (Fehmarn)	
77	Eifel (Eifel)		97	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)		117	Saarland (Saarland)	
78	Pfalz (Palatinate)		98	Romantischer Rhein (Romantic Rhine)		118	Nordseeinsel Amrum (North Sea Island Amrum)	
79	Niedersachsen (Lower Saxony)		99	Zugspitzregion (Zugspitze region)		119	Spandau (Spandau)	
80	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		100	Niederrhein (Lower Rhine)		120	Fichtelgebirge (Fichtel Mountains)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Visit to cultural institutions / using cultural services“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 3 of 3 Ranking in category 3: All considered destinations (mean = 27%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
121	Kaiserstuhl (Kaiserstuhl)		141	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		161	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
122	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		142	Wilder Kaiser (Wild Kaiser Mountain Range)		162	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
123	Weserbergland (Weserbergland)		143	Rüdesheim und Assmannshausen am Rhein (Rüdesheim and Assmannshausen on the Rhine)		163	Bergstraße-Odenwald (Bergstrasse-Odenwald)	
124	Oberschwaben (Upper Swabia)		144	Ammergauer Alpen (Ammergau Alps)		164	Schladming-Dachstein (Schladming-Dachstein)	
125	Weimarer Land (Weimarer Land)		145	Havelland (Havelland)		165	Nahe (Nahe)	
126	Oberlausitz (Upper Lusatia)		146	Ahrtal (Ahr Valley)		166	Vogelsberg (Vogelsberg)	
127	Cottbus (Cottbus)		147	Oberstauen (Oberstauen)		167	Eichsfeld (Eichsfeld)	
128	Holsteinische Schweiz (Holstein Switzerland)		148	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)		168	Ruppiner Seenland (Ruppin Lake District)	
129	Seenland Oder-Spree (Oder-Spree Lake District)		149	Altenburger Land (Altenburger Land)		169	Fläming (Fläming)	
130	Winterberg (Winterberg)		150	Alpenwelt Karwendel (Alpine world Karwendel)		170	Dahme-Seenland (Dahme Lake District)	
131	Borkum (Borkum)		151	Dessau-Roßlau (Dessau-Roßlau)		171	Naheland (Naheland)	
132	Ostseebad Kühlungsborn (Baltic Resort Kühlungsborn)		152	Lausitzer Seenland (Lusatian Lake District)				
133	Vogtland (Vogtland)		153	Saale-Unstrut (Saale-Unstrut)				
134	Oberpfälzer Wald (Upper Palatinate Forest)		154	Fränkisches Seenland (Franconian Lake District)				
135	Rhön (Rhön)		155	Die nordspanische Region Navarra (The northern Spanish region of Navarra)	11%			
136	Büsum (Büsum)		156	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)				
137	Föhr (Föhr)		157	Kaiserbäder (Imperial Seaside Resorts)				
138	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		158	Lahntal (Lahn Valley)				
139	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		159	Die Prignitz (the Prignitz)				
140	Uckermark (Uckermark)		160	Altmark (Altmark)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Visit to cultural institutions / using cultural services“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 1 of 3 Ranking in category 3: All considered destinations (mean = 37%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Wien (Vienna)		21	Stuttgart (Stuttgart)		41	Bayerischer Wald (Bavarian Forest)	
2	Österreich (Austria)		22	Salzburger Land (Salzburger Land)		42	Allgäu (Allgäu)	
3	Bayern (Bavaria)		23	Trier (Trier)		43	Erzgebirge (Ore Mountains)	
4	München (Munich)		24	Nordsee (North Sea)		44	Magdeburg (Magdeburg)	
5	Salzburg (Salzburg)		25	Südtirol (South Tirol)		45	Insel Rügen (Rügen Island)	
6	Hamburg (Hamburg)		26	Innsbruck (Innsbruck)		46	Münsterland (Münsterland)	
7	Berlin (Berlin)		27	Kiel (Kiel)		47	Starnberger See (Lake Starnberg)	
8	Frankfurt am Main (Frankfurt on the Main)		28	Weimar (Weimar)		48	Aachen (Aachen)	
9	Leipzig (Leipzig)		29	Bonn (Bonn)		49	Dresden Elbland (Dresden Elbland)	
10	Zürich (Zurich)		30	Oberbayern (Upper Bavaria)		50	Rheinland-Pfalz (Rhineland-Palatinate)	
11	Stockholm (Stockholm)		31	Nordrhein-Westfalen (North Rhine-Westphalia)		51	Spreewald (Spreewald)	
12	Köln (Cologne)		32	Freiburg im Breisgau (Freiburg in the Breisgau)		52	Schleswig-Holstein (Schleswig-Holstein)	
13	Potsdam (Potsdam)		33	Baden-Württemberg (Baden-Württemberg)		53	Mosel (Moselle)	
14	Schwarzwald (Black Forest)		34	Luxemburg (Luxembourg)		54	Thüringer Wald (Thuringian Forest)	
15	Bodensee (Lake Constance)		35	Ruhrgebiet (Ruhr Valley)		55	Erfurt (Erfurt)	
16	Düsseldorf (Düsseldorf)		36	Hannover (Hanover)		56	Steiermark (Styria)	
17	Ostsee (Baltic Sea)		37	Lübeck.Travemünde (Lübeck.Travemünde)		57	Rostock-Warnemünde (Rostock-Warnemünde)	
18	Nürnberg (Nuremberg)		38	Graz (Graz)		58	Schwerin (Schwerin)	
19	Heidelberg (Heidelberg)		39	Wiesbaden (Wiesbaden)		59	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)	
20	Tirol (Tirol)		40	Mainz (Mainz)		60	Franken (Franconia)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Visit to cultural institutions / using cultural services“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 2 of 3 Ranking in category 3: All considered destinations (mean = 37%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		81	Berchtesgadener Land (Berchtesgadener Land)		101	Rheingau (Rheingau)	
62	Bremen (Bremen)		82	Brandenburg (Brandenburg)		102	Niederösterreich (Lower Austria)	
63	Sachsen (Saxony)		83	Lüneburger Heide (Lüneburg Heath)		103	Sachsen-Anhalt (Saxony-Anhalt)	
64	Sylt (Sylt)		84	Saarbrücken (Saarbrücken)		104	Teutoburger Wald (Teutoburg Forest)	
65	Berlin-Spandau (Berlin-Spandau)		85	Mecklenburgische Seenplatte (Mecklenburg Lake District)		105	Niederrhein (Lower Rhine)	
66	Hochschwarzwald (Upper Black Forest)		86	Kärnten (Carinthia)		106	Norderney (Norderney)	
67	Harz (Harz)		87	Romantischer Rhein (Romantic Rhine)		107	Bergisches Land (Bergisches Land)	
68	Hessen (Hesse)		88	Oberösterreich (Upper Austria)		108	Oberstaufen im Allgäu (Oberstaufen in the Allgäu)	
69	Rothenburg ob der Tauber (Rothenburg ob der Tauber)		89	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)		109	St. Peter-Ording (St. Peter-Ording)	
70	Insel Usedom (Usedom Island)		90	Niedersachsen (Lower Saxony)		110	Vorarlberg (Vorarlberg)	
71	FrankfurtRheinMain (FrankfurtRhineMain)		91	Rheinhessen (Rhine Hesse)		111	Spessart (Spessart)	
72	Füssen im Allgäu (Füssen in the Allgäu)		92	Duisburg (Duisburg)		112	Burgenland (Burgenland)	
73	Bremerhaven (Bremerhaven)		93	Ostfriesische Inseln (East Frisian Islands)		113	Mittelrhein (Middle Rhine)	
74	Taunus (Taunus)		94	Garmisch-Partenkirchen (Garmisch-Partenkirchen)		114	Westerwald (Westerwald)	
75	Thüringen (Thuringia)		95	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)		115	Spandau (Spandau)	
76	Halle (Saale) (Halle (Saale))		96	Baden (Baden)		116	Nürnberger Land (Nuremberg Land)	
77	Pfalz (Palatinate)		97	Darmstadt (Darmstadt)		117	Fichtelgebirge (Fichtel Mountains)	
78	Eifel (Eifel)		98	Zugspitzregion (Zugspitze region)		118	Fehmarn (Fehmarn)	
79	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		99	Sauerland (Sauerland)		119	Saarland (Saarland)	
80	Kassel (Kassel)		100	Ostseebad Binz (Baltic Resort Binz)		120	Seenland Oder-Spree (Oder-Spree Lake District)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Visit to cultural institutions / using cultural services“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 3 of 3 Ranking in category 3: All considered destinations (mean = 37%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
121	Nordseeinsel Amrum (North Sea Island Amrum)		141	Wilder Kaiser (Wild Kaiser Mountain Range)		161	Vogelsberg (Vogelsberg)	
122	Weimarer Land (Weimarer Land)		142	Büsum (Büsum)		162	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	16%
123	Cottbus (Cottbus)		143	Föhr (Föhr)		163	Bergstraße-Odenwald (Bergstrasse-Odenwald)	
124	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		144	Rhön (Rhön)		164	Nahe (Nahe)	
125	Oberschwaben (Upper Swabia)		145	Ahrtal (Ahr Valley)		165	Altmark (Altmark)	
126	Oberlausitz (Upper Lusatia)		146	Rüdesheim und Assmannshausen am Rhein (Rüdesheim and Assmannshausen on the Rhine)		166	Schladming-Dachstein (Schladming-Dachstein)	
127	Vogtland (Vogtland)		147	Ammergauer Alpen (Ammergau Alps)		167	Eichsfeld (Eichsfeld)	
128	Weserbergland (Weserbergland)		148	Saale-Unstrut (Saale-Unstrut)		168	Fläming (Fläming)	
129	Kaiserstuhl (Kaiserstuhl)		149	Oberstaufer (Oberstaufer)		169	Naheland (Naheland)	
130	Oberpfälzer Wald (Upper Palatinate Forest)		150	Fränkisches Seenland (Franconian Lake District)		170	Ruppiner Seenland (Ruppin Lake District)	
131	Holsteinische Schweiz (Holstein Switzerland)		151	Dessau-Roßlau (Dessau-Roßlau)		171	Dahme-Seenland (Dahme Lake District)	
132	Ostseebad Kühlungsborn (Baltic Resort Kühlungsborn)		152	Altenburger Land (Altenburger Land)				
133	Borkum (Borkum)		153	Kaiserbäder (Imperial Seaside Resorts)				
134	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		154	WelterbeRegion Wartburg Hainich (World Heritage Region Wartburg Hainich)				
135	Winterberg (Winterberg)		155	Lausitzer Seenland (Lusatian Lake District)				
136	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)		156	GrimmHeimat NordHessen (GrimmHome NorthHesse)				
137	Uckermark (Uckermark)		157	Lahntal (Lahn Valley)				
138	Havelland (Havelland)		158	Die Prignitz (the Prignitz)				
139	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		159	neanderland / Kreis Mettmann (neanderland / district of Mettmann)				
140	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		160	Alpenwelt Karwendel (Alpine world Karwendel)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 <p style="text-align: center;">“Enjoying nature“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 1 of 3 Ranking in category 3: All considered destinations (mean = 34%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Nordsee (North Sea)		21	Eifel (Eifel)		41	Fichtelgebirge (Fichtel Mountains)	
2	Österreich (Austria)		22	Mecklenburgische Seenplatte (Mecklenburg Lake District)		42	Steiermark (Styria)	
3	Ostsee (Baltic Sea)		23	Starnberger See (Lake Starnberg)		43	Borkum (Borkum)	
4	Bodensee (Lake Constance)		24	Spreewald (Spreewald)		44	Füssen im Allgäu (Füssen in the Allgäu)	
5	Bayern (Bavaria)		25	Mosel (Moselle)		45	Franken (Franconia)	
6	Schwarzwald (Black Forest)		26	Berchtesgadener Land (Berchtesgadener Land)		46	Taunus (Taunus)	
7	Bayerischer Wald (Bavarian Forest)		27	Garmisch-Partenkirchen (Garmisch-Partenkirchen)		47	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)	
8	Allgäu (Allgäu)		28	Zugspitzregion (Zugspitze region)		48	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)	
9	Sylt (Sylt)		29	Norderney (Norderney)		49	St. Peter-Ording (St. Peter-Ording)	
10	Südtirol (South Tirol)		30	Hochschwarzwald (Upper Black Forest)		50	Teutoburger Wald (Teutoburg Forest)	
11	Tirol (Tirol)		31	Fehmarn (Fehmarn)		51	Sauerland (Sauerland)	
12	Harz (Harz)		32	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		52	Thüringen (Thuringia)	
13	Lüneburger Heide (Lüneburg Heath)		33	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		53	Rheinland-Pfalz (Rhineland-Palatinate)	
14	Insel Rügen (Rügen Island)		34	Salzburger Land (Salzburger Land)		54	Bergisches Land (Bergisches Land)	
15	Thüringer Wald (Thuringian Forest)		35	Schleswig-Holstein (Schleswig-Holstein)		55	Salzburg (Salzburg)	
16	Ostfriesische Inseln (East Frisian Islands)		36	Nordseeinsel Amrum (North Sea Island Amrum)		56	Oberösterreich (Upper Austria)	
17	Oberbayern (Upper Bavaria)		37	Kärnten (Carinthia)		57	Lübeck.Travemünde (Lübeck.Travemünde)	
18	Erzgebirge (Ore Mountains)		38	Pfalz (Palatinate)		58	Föhr (Föhr)	
19	Insel Usedom (Usedom Island)		39	Baden-Württemberg (Baden-Württemberg)		59	Freiburg im Breisgau (Freiburg in the Breisgau)	
20	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		40	Westerwald (Westerwald)		60	Kiel (Kiel)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 <p style="text-align: center;">“Enjoying nature“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 2 of 3 Ranking in category 3: All considered destinations (mean = 34%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Ostseebad Binz (Baltic Resort Binz)		81	Luxemburg (Luxembourg)		101	Rothenburg ob der Tauber (Rothenburg ob der Tauber)	
62	Hessen (Hesse)		82	Niederrhein (Lower Rhine)		102	Zürich (Zurich)	
63	Münsterland (Münsterland)		83	Ostseebad Kühlungsborn (Baltic Resort Kühlungsborn)		103	Oberpfälzer Wald (Upper Palatinate Forest)	
64	Rostock-Warnemünde (Rostock-Warnemünde)		84	Rhön (Rhön)		104	Ahrtal (Ahr Valley)	
65	Sachsen (Saxony)		85	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		105	Baden (Baden)	
66	Niederösterreich (Lower Austria)		86	Dresden Elbland (Dresden Elbland)		106	Bremerhaven (Bremerhaven)	
67	Spessart (Spessart)		87	Trier (Trier)		107	Holsteinische Schweiz (Holstein Switzerland)	
68	Brandenburg (Brandenburg)		88	Weserbergland (Weserbergland)		108	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)	
69	Niedersachsen (Lower Saxony)		89	Rheingau (Rheingau)		109	Graz (Graz)	
70	Innsbruck (Innsbruck)		90	Vogtland (Vogtland)		110	Mittelrhein (Middle Rhine)	
71	Oberstaufen im Allgäu (Oberstaufen in the Allgäu)		91	Oberlausitz (Upper Lusatia)		111	Weimar (Weimar)	
72	Kaiserstuhl (Kaiserstuhl)		92	Wien (Vienna)		112	Nürnberg (Nuremberg)	
73	Büsum (Büsum)		93	Sachsen-Anhalt (Saxony-Anhalt)		113	Hamburg (Hamburg)	
74	Vorarlberg (Vorarlberg)		94	Schwerin (Schwerin)		114	München (Munich)	
75	Winterberg (Winterberg)		95	Seenland Oder-Spree (Oder-Spree Lake District)		115	Wilder Kaiser (Wild Kaiser Mountain Range)	
76	Heidelberg (Heidelberg)		96	Uckermark (Uckermark)		116	Oberstaufen (Oberstaufen)	
77	Stockholm (Stockholm)		97	Saarland (Saarland)		117	Alpenwelt Karwendel (Alpine world Karwendel)	
78	Nordrhein-Westfalen (North Rhine-Westphalia)		98	Romantischer Rhein (Romantic Rhine)		118	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)	
79	Burgenland (Burgenland)		99	Potsdam (Potsdam)		119	Oberschwaben (Upper Swabia)	
80	Rheinhessen (Rhine Hesse)		100	Havelland (Havelland)		120	Nürnberger Land (Nuremberg Land)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 <p style="text-align: center;">“Enjoying nature“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 3 of 3 Ranking in category 3: All considered destinations (mean = 34%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
121	Ammergauer Alpen (Ammergau Alps)		141	Cottbus (Cottbus)		161	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
122	Ruhrgebiet (Ruhr Valley)		142	Die Prignitz (the Prignitz)		162	Dessau-Roßlau (Dessau-Roßlau)	
123	Erfurt (Erfurt)		143	Aachen (Aachen)		163	Duisburg (Duisburg)	
124	Leipzig (Leipzig)		144	Weimarer Land (Weimarer Land)		164	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
125	Lausitzer Seenland (Lusatian Lake District)		145	Vogelsberg (Vogelsberg)		165	Eichsfeld (Eichsfeld)	
126	Magdeburg (Magdeburg)		146	Hannover (Hanover)		166	Dahme-Seenland (Dahme Lake District)	
127	Fränkisches Seenland (Franconian Lake District)		147	Altmark (Altmark)		167	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)	
128	Altenburger Land (Altenburger Land)		148	Köln (Cologne)		168	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
129	Berlin (Berlin)		149	Halle (Saale) (Halle (Saale))		169	Ruppiner Seenland (Ruppin Lake District)	
130	Wiesbaden (Wiesbaden)		150	Bonn (Bonn)		170	Fläming (Fläming)	
131	Rüdesheim und Assmannshausen am Rhein (Rüdesheim and Assmannshausen on the Rhine)		151	Saale-Unstrut (Saale-Unstrut)		171	Naheland (Naheland)	
132	Bremen (Bremen)		152	Berlin-Spandau (Berlin-Spandau)				
133	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		153	Spandau (Spandau)				
134	Stuttgart (Stuttgart)		154	Nahe (Nahe)				
135	Saarbrücken (Saarbrücken)		155	Frankfurt am Main (Frankfurt on the Main)				
136	Mainz (Mainz)		156	FrankfurtRheinMain (FrankfurtRhineMain)				
137	Schladming-Dachstein (Schladming-Dachstein)		157	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	14%			
138	Kassel (Kassel)		158	Darmstadt (Darmstadt)				
139	Bergstraße-Odenwald (Bergstrasse-Odenwald)		159	Kaiserbäder (Imperial Seaside Resorts)				
140	Lahntal (Lahn Valley)		160	Düsseldorf (Düsseldorf)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 <p style="text-align: center;">“Enjoying nature“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 1 of 3 Ranking in category 3: All considered destinations (mean = 40%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Nordsee (North Sea)		21	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		41	Steiermark (Styria)	
2	Österreich (Austria)		22	Starnberger See (Lake Starnberg)		42	Fichtelgebirge (Fichtel Mountains)	
3	Ostsee (Baltic Sea)		23	Eifel (Eifel)		43	Franken (Franconia)	
4	Schwarzwald (Black Forest)		24	Mosel (Moselle)		44	Taunus (Taunus)	
5	Bayern (Bavaria)		25	Spreewald (Spreewald)		45	Borkum (Borkum)	
6	Bodensee (Lake Constance)		26	Zugspitzregion (Zugspitze region)		46	Füssen im Allgäu (Füssen in the Allgäu)	
7	Bayerischer Wald (Bavarian Forest)		27	Berchtesgadener Land (Berchtesgadener Land)		47	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)	
8	Allgäu (Allgäu)		28	Garmisch-Partenkirchen (Garmisch-Partenkirchen)		48	Sauerland (Sauerland)	
9	Sylt (Sylt)		29	Norderney (Norderney)		49	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)	
10	Südtirol (South Tirol)		30	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		50	Teutoburger Wald (Teutoburg Forest)	
11	Tirol (Tirol)		31	Nordseeinsel Amrum (North Sea Island Amrum)		51	St. Peter-Ording (St. Peter-Ording)	
12	Harz (Harz)		32	Hochschwarzwald (Upper Black Forest)		52	Thüringen (Thuringia)	
13	Insel Rügen (Rügen Island)		33	Salzburger Land (Salzburger Land)		53	Rheinland-Pfalz (Rhineland-Palatinate)	
14	Ostfriesische Inseln (East Frisian Islands)		34	Fehmarn (Fehmarn)		54	Salzburg (Salzburg)	
15	Mecklenburgische Seenplatte (Mecklenburg Lake District)		35	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		55	Münsterland (Münsterland)	
16	Lüneburger Heide (Lüneburg Heath)		36	Kärnten (Carinthia)		56	Oberösterreich (Upper Austria)	
17	Thüringer Wald (Thuringian Forest)		37	Schleswig-Holstein (Schleswig-Holstein)		57	Rostock-Warnemünde (Rostock-Warnemünde)	
18	Insel Usedom (Usedom Island)		38	Pfalz (Palatinate)		58	Lübeck.Travemünde (Lübeck.Travemünde)	
19	Erzgebirge (Ore Mountains)		39	Westerwald (Westerwald)		59	Ostseebad Binz (Baltic Resort Binz)	
20	Oberbayern (Upper Bavaria)		40	Baden-Württemberg (Baden-Württemberg)		60	Bergisches Land (Bergisches Land)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 <p style="text-align: center;">“Enjoying nature“ Source market: Germany <i>Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents)</i> <i>Base: All respondents with interest in the theme</i></p> <p style="text-align: center;">2 of 3 Ranking in category 3: All considered destinations (mean = 40%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Hessen (Hesse)		81	Kaiserstuhl (Kaiserstuhl)		101	Ahrtal (Ahr Valley)	
62	Sachsen (Saxony)		82	Rhön (Rhön)		102	Wien (Vienna)	
63	Spessart (Spessart)		83	Winterberg (Winterberg)		103	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)	
64	Brandenburg (Brandenburg)		84	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		104	Zürich (Zurich)	
65	Freiburg im Breisgau (Freiburg in the Breisgau)		85	Uckermark (Uckermark)		105	Bremerhaven (Bremerhaven)	
66	Föhr (Föhr)		86	Trier (Trier)		106	Rothenburg ob der Tauber (Rothenburg ob der Tauber)	
67	Innsbruck (Innsbruck)		87	Sachsen-Anhalt (Saxony-Anhalt)		107	Baden (Baden)	
68	Kiel (Kiel)		88	Dresden Elbland (Dresden Elbland)		108	Holsteinische Schweiz (Holstein Switzerland)	
69	Niedersachsen (Lower Saxony)		89	Luxemburg (Luxembourg)		109	Graz (Graz)	
70	Oberstaufen im Allgäu (Oberstaufen in the Allgäu)		90	Weserbergland (Weserbergland)		110	Mittelrhein (Middle Rhine)	
71	Niederösterreich (Lower Austria)		91	Oberlausitz (Upper Lusatia)		111	Weimar (Weimar)	
72	Burgenland (Burgenland)		92	Rheingau (Rheingau)		112	Nürnberg (Nuremberg)	
73	Heidelberg (Heidelberg)		93	Vogtland (Vogtland)		113	Hamburg (Hamburg)	
74	Vorarlberg (Vorarlberg)		94	Oberpfälzer Wald (Upper Palatinate Forest)		114	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)	
75	Stockholm (Stockholm)		95	Schwerin (Schwerin)		115	Wilder Kaiser (Wild Kaiser Mountain Range)	
76	Nordrhein-Westfalen (North Rhine-Westphalia)		96	Romantischer Rhein (Romantic Rhine)		116	Oberschwaben (Upper Swabia)	
77	Rheinessen (Rhine Hesse)		97	Saarland (Saarland)		117	Oberstaufen (Oberstaufen)	
78	Niederrhein (Lower Rhine)		98	Havelland (Havelland)		118	Ammergauer Alpen (Ammergau Alps)	
79	Ostseebad Kühlungsborn (Baltic Resort Kühlungsborn)		99	Seenland Oder-Spree (Oder-Spree Lake District)		119	Nürnberger Land (Nuremberg Land)	
80	Büsum (Büsum)		100	Potsdam (Potsdam)		120	Alpenwelt Karwendel (Alpine world Karwendel)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 <p style="text-align: center;">“Enjoying nature“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 3 of 3 Ranking in category 3: All considered destinations (mean = 40%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
121	München (Munich)		141	Bergstraße-Odenwald (Bergstrasse-Odenwald)		161	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)	
122	Ruhrgebiet (Ruhr Valley)		142	Kassel (Kassel)		162	Düsseldorf (Düsseldorf)	
123	Magdeburg (Magdeburg)		143	Vogelsberg (Vogelsberg)		163	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
124	Altenburger Land (Altenburger Land)		144	Cottbus (Cottbus)		164	Eichsfeld (Eichsfeld)	
125	Erfurt (Erfurt)		145	Hannover (Hanover)		165	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
126	Lausitzer Seenland (Lusatian Lake District)		146	Aachen (Aachen)		166	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
127	Leipzig (Leipzig)		147	Altmark (Altmark)		167	Dahme-Seenland (Dahme Lake District)	
128	Fränkisches Seenland (Franconian Lake District)		148	Halle (Saale) (Halle (Saale))		168	Duisburg (Duisburg)	
129	Wiesbaden (Wiesbaden)		149	Saale-Unstrut (Saale-Unstrut)		169	Fläming (Fläming)	
130	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		150	Spandau (Spandau)		170	Ruppiner Seenland (Ruppin Lake District)	
131	Rüdesheim und Assmannshausen am Rhein (Rüdesheim and Assmannshausen on the Rhine)		151	Bonn (Bonn)		171	Naheland (Naheland)	
132	Bremen (Bremen)		152	Köln (Cologne)				
133	Mainz (Mainz)		153	Nahe (Nahe)				
134	Berlin (Berlin)		154	Berlin-Spandau (Berlin-Spandau)				
135	Saarbrücken (Saarbrücken)		155	Kaiserbäder (Imperial Seaside Resorts)				
136	Stuttgart (Stuttgart)		156	Frankfurt am Main (Frankfurt on the Main)				
137	Lahntal (Lahn Valley)		157	Darmstadt (Darmstadt)				
138	Schladming-Dachstein (Schladming-Dachstein)		158	FrankfurtRheinMain (FrankfurtRhineMain)				
139	Weimarer Land (Weimarer Land)		159	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	16%			
140	Die Prignitz (the Prignitz)		160	Dessau-Roßlau (Dessau-Roßlau)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Being active and involved in sports“ Source market: Germany Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable“ (in % of respondents) Base: All respondents 1 of 3 Ranking in category 3: All considered destinations (mean = 29%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Nordsee (North Sea)		21	Eifel (Eifel)		41	Kiel (Kiel)	
2	Österreich (Austria)		22	Zugspitzregion (Zugspitze region)		42	Steiermark (Styria)	
3	Ostsee (Baltic Sea)		23	Mecklenburgische Seenplatte (Mecklenburg Lake District)		43	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)	
4	Allgäu (Allgäu)		24	Lüneburger Heide (Lüneburg Heath)		44	Füssen im Allgäu (Füssen in the Allgäu)	
5	Bodensee (Lake Constance)		25	Norderney (Norderney)		45	Fichtelgebirge (Fichtel Mountains)	
6	Südtirol (South Tirol)		26	Fehmarn (Fehmarn)		46	Borkum (Borkum)	
7	Schwarzwald (Black Forest)		27	Erzgebirge (Ore Mountains)		47	Taunus (Taunus)	
8	Bayern (Bavaria)		28	Hochschwarzwald (Upper Black Forest)		48	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)	
9	Bayerischer Wald (Bavarian Forest)		29	Berchtesgadener Land (Berchtesgadener Land)		49	Rostock-Warnemünde (Rostock-Warnemünde)	
10	Sylt (Sylt)		30	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		50	Baden-Württemberg (Baden-Württemberg)	
11	Tirol (Tirol)		31	Nordseeinsel Amrum (North Sea Island Amrum)		51	Oberösterreich (Upper Austria)	
12	Harz (Harz)		32	Spreewald (Spreewald)		52	Franken (Franconia)	
13	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		33	Salzburger Land (Salzburger Land)		53	Sauerland (Sauerland)	
14	Oberbayern (Upper Bavaria)		34	Schleswig-Holstein (Schleswig-Holstein)		54	Salzburg (Salzburg)	
15	Garmisch-Partenkirchen (Garmisch-Partenkirchen)		35	Kärnten (Carinthia)		55	Nordrhein-Westfalen (North Rhine-Westphalia)	
16	Insel Usedom (Usedom Island)		36	St. Peter-Ording (St. Peter-Ording)		56	Oberstaufen im Allgäu (Oberstaufen in the Allgäu)	
17	Insel Rügen (Rügen Island)		37	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		57	Ostseebad Binz (Baltic Resort Binz)	
18	Ostfriesische Inseln (East Frisian Islands)		38	Mosel (Moselle)		58	Thüringen (Thuringia)	
19	Thüringer Wald (Thuringian Forest)		39	Westerwald (Westerwald)		59	Winterberg (Winterberg)	
20	Starnberger See (Lake Starnberg)		40	Pfalz (Palatinate)		60	Freiburg im Breisgau (Freiburg in the Breisgau)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Being active and involved in sports“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 2 of 3 Ranking in category 3: All considered destinations (mean = 29%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Teutoburger Wald (Teutoburg Forest)		81	Niederrhein (Lower Rhine)		101	Trier (Trier)	
62	Innsbruck (Innsbruck)		82	Zürich (Zurich)		102	Holsteinische Schweiz (Holstein Switzerland)	
63	Rheinland-Pfalz (Rhineland-Palatinate)		83	Büsum (Büsum)		103	Oberpfälzer Wald (Upper Palatinate Forest)	
64	Lübeck.Travemünde (Lübeck.Travemünde)		84	Potsdam (Potsdam)		104	Wilder Kaiser (Wild Kaiser Mountain Range)	
65	Föhr (Föhr)		85	Kaiserstuhl (Kaiserstuhl)		105	Havelland (Havelland)	
66	Bergisches Land (Bergisches Land)		86	Wien (Vienna)		106	Schwerin (Schwerin)	
67	Niedersachsen (Lower Saxony)		87	Vogtland (Vogtland)		107	Rheingau (Rheingau)	
68	Hessen (Hesse)		88	Leipzig (Leipzig)		108	Oberlausitz (Upper Lusatia)	
69	München (Munich)		89	Seenland Oder-Spree (Oder-Spree Lake District)		109	Saarland (Saarland)	
70	Brandenburg (Brandenburg)		90	Burgenland (Burgenland)		110	Köln (Cologne)	
71	Sachsen (Saxony)		91	Sachsen-Anhalt (Saxony-Anhalt)		111	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)	
72	Spessart (Spessart)		92	Uckermark (Uckermark)		112	Luxemburg (Luxembourg)	
73	Niederösterreich (Lower Austria)		93	Heidelberg (Heidelberg)		113	Alpenwelt Karwendel (Alpine world Karwendel)	
74	Vorarlberg (Vorarlberg)		94	Rhön (Rhön)		114	Hannover (Hanover)	
75	Münsterland (Münsterland)		95	Ruhrgebiet (Ruhr Valley)		115	Ammergauer Alpen (Ammergau Alps)	
76	Ostseebad Kühlungsborn (Baltic Resort Kühlungsborn)		96	Weserbergland (Weserbergland)		116	Oberstaufen (Oberstaufen)	
77	Hamburg (Hamburg)		97	Berlin (Berlin)		117	Frankfurt am Main (Frankfurt on the Main)	
78	Stockholm (Stockholm)		98	Romantischer Rhein (Romantic Rhine)		118	Bremerhaven (Bremerhaven)	
79	Rheinessen (Rhine Hesse)		99	Stuttgart (Stuttgart)		119	Mittelrhein (Middle Rhine)	
80	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		100	Nürnberg (Nuremberg)		120	Wiesbaden (Wiesbaden)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021

7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Being active and involved in sports“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 3 of 3 Ranking in category 3: All considered destinations (mean = 29%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
121	Graz (Graz)		141	FrankfurtRheinMain (FrankfurtRhineMain)		161	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
122	Bremen (Bremen)		142	Kassel (Kassel)		162	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	11%
123	Mainz (Mainz)		143	Halle (Saale) (Halle (Saale))		163	Eichsfeld (Eichsfeld)	
124	Baden (Baden)		144	Lahntal (Lahn Valley)		164	Dahme-Seenland (Dahme Lake District)	
125	Fränkisches Seenland (Franconian Lake District)		145	Altenburger Land (Altenburger Land)		165	Ruppiner Seenland (Ruppin Lake District)	
126	Dresden Elbland (Dresden Elbland)		146	Duisburg (Duisburg)		166	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)	
127	Lausitzer Seenland (Lusatian Lake District)		147	Die Prignitz (the Prignitz)		167	Fläming (Fläming)	
128	Oberschwaben (Upper Swabia)		148	Spandau (Spandau)		168	Dessau-Roßlau (Dessau-Roßlau)	
129	Nürnberger Land (Nuremberg Land)		149	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		169	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
130	Magdeburg (Magdeburg)		150	Aachen (Aachen)		170	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
131	Rothenburg ob der Tauber (Rothenburg ob der Tauber)		151	Weimarer Land (Weimarer Land)		171	Naheland (Naheland)	
132	Saarbrücken (Saarbrücken)		152	Cottbus (Cottbus)				
133	Erfurt (Erfurt)		153	Darmstadt (Darmstadt)				
134	Düsseldorf (Düsseldorf)		154	Vogelsberg (Vogelsberg)				
135	Ahrtal (Ahr Valley)		155	Saale-Unstrut (Saale-Unstrut)				
136	Schladming-Dachstein (Schladming-Dachstein)		156	Altmark (Altmark)				
137	Weimar (Weimar)		157	Bergstraße-Odenwald (Bergstrasse-Odenwald)				
138	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		158	Kaiserbäder (Imperial Seaside Resorts)				
139	Berlin-Spandau (Berlin-Spandau)		159	Nahe (Nahe)				
140	Bonn (Bonn)		160	Rüdesheim und Assmannshausen am Rhein (Rüdesheim and Assmannshausen on the Rhine)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Being active and involved in sports“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 1 of 3 Ranking in category 3: All considered destinations (mean = 37%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Ostsee (Baltic Sea)		21	Garmisch-Partenkirchen (Garmisch-Partenkirchen)		41	Pfalz (Palatinate)	
2	Schwarzwald (Black Forest)		22	Eifel (Eifel)		42	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)	
3	Österreich (Austria)		23	Lüneburger Heide (Lüneburg Heath)		43	Steiermark (Styria)	
4	Nordsee (North Sea)		24	Mosel (Moselle)		44	Franken (Franconia)	
5	Bodensee (Lake Constance)		25	Hochschwarzwald (Upper Black Forest)		45	Taunus (Taunus)	
6	Bayerischer Wald (Bavarian Forest)		26	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		46	Kärnten (Carinthia)	
7	Bayern (Bavaria)		27	Erzgebirge (Ore Mountains)		47	Oberösterreich (Upper Austria)	
8	Allgäu (Allgäu)		28	Mecklenburgische Seenplatte (Mecklenburg Lake District)		48	Fichtelgebirge (Fichtel Mountains)	
9	Südtirol (South Tirol)		29	Salzburger Land (Salzburger Land)		49	Sauerland (Sauerland)	
10	Sylt (Sylt)		30	Norderney (Norderney)		50	Baden-Württemberg (Baden-Württemberg)	
11	Tirol (Tirol)		31	Berchtesgadener Land (Berchtesgadener Land)		51	Freiburg im Breisgau (Freiburg in the Breisgau)	
12	Insel Usedom (Usedom Island)		32	Salzburg (Salzburg)		52	Füssen im Allgäu (Füssen in the Allgäu)	
13	Insel Rügen (Rügen Island)		33	Spreewald (Spreewald)		53	Westerwald (Westerwald)	
14	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		34	Fehmarn (Fehmarn)		54	Nordrhein-Westfalen (North Rhine-Westphalia)	
15	Harz (Harz)		35	Nordseeinsel Amrum (North Sea Island Amrum)		55	Rostock-Warnemünde (Rostock-Warnemünde)	
16	Ostfriesische Inseln (East Frisian Islands)		36	Kiel (Kiel)		56	München (Munich)	
17	Thüringer Wald (Thuringian Forest)		37	Lübeck.Travemünde (Lübeck.Travemünde)		57	Wien (Vienna)	
18	Zugspitzregion (Zugspitze region)		38	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)		58	Schleswig-Holstein (Schleswig-Holstein)	
19	Starnberger See (Lake Starnberg)		39	Innsbruck (Innsbruck)		59	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)	
20	Oberbayern (Upper Bavaria)		40	St. Peter-Ording (St. Peter-Ording)		60	Ostseebad Binz (Baltic Resort Binz)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Being active and involved in sports“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 2 of 3 Ranking in category 3: All considered destinations (mean = 37%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Hamburg (Hamburg)		81	Wiesbaden (Wiesbaden)		101	Havelland (Havelland)	
62	Sachsen (Saxony)		82	Hessen (Hesse)		102	Weserbergland (Weserbergland)	
63	Oberstaufen im Allgäu (Oberstaufen in the Allgäu)		83	Ostseebad Kühlungsborn (Baltic Resort Kühlungsborn)		103	Rheingau (Rheingau)	
64	Heidelberg (Heidelberg)		84	Vorarlberg (Vorarlberg)		104	Rhön (Rhön)	
65	Thüringen (Thuringia)		85	Leipzig (Leipzig)		105	Magdeburg (Magdeburg)	
66	Bergisches Land (Bergisches Land)		86	Berlin (Berlin)		106	Romantischer Rhein (Romantic Rhine)	
67	Münsterland (Münsterland)		87	Rheinessen (Rhine Hesse)		107	Fränkisches Seenland (Franconian Lake District)	
68	Rheinland-Pfalz (Rhineland-Palatinate)		88	Schwerin (Schwerin)		108	Nordseeland Dithmarschen (North Sea Land Dithmarschen)	
69	Spessart (Spessart)		89	Niedersachsen (Lower Saxony)		109	Baden (Baden)	
70	Teutoburger Wald (Teutoburg Forest)		90	Niederrhein (Lower Rhine)		110	Oberschwaben (Upper Swabia)	
71	Brandenburg (Brandenburg)		91	Nürnberg (Nuremberg)		111	Vogtland (Vogtland)	
72	Zürich (Zurich)		92	Seenland Oder-Spree (Oder-Spree Lake District)		112	Burgenland (Burgenland)	
73	Föhr (Föhr)		93	Stuttgart (Stuttgart)		113	Uckermark (Uckermark)	
74	Niederösterreich (Lower Austria)		94	Frankfurt am Main (Frankfurt on the Main)		114	Rothenburg ob der Tauber (Rothenburg ob der Tauber)	
75	Winterberg (Winterberg)		95	Ruhrgebiet (Ruhr Valley)		115	Wilder Kaiser (Wild Kaiser Mountain Range)	
76	Stockholm (Stockholm)		96	Luxemburg (Luxembourg)		116	Oberstaufen (Oberstaufen)	
77	Kaiserstuhl (Kaiserstuhl)		97	Sachsen-Anhalt (Saxony-Anhalt)		117	Köln (Cologne)	
78	Trier (Trier)		98	Büsum (Büsum)		118	Oberpfälzer Wald (Upper Palatinate Forest)	
79	Potsdam (Potsdam)		99	Mainz (Mainz)		119	Alpenwelt Karwendel (Alpine world Karwendel)	
80	Borkum (Borkum)		100	Hannover (Hanover)		120	Bonn (Bonn)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021

7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Being active and involved in sports“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 3 of 3 Ranking in category 3: All considered destinations (mean = 37%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
121	Düsseldorf (Düsseldorf)		141	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		161	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)	
122	Dresden Elbland (Dresden Elbland)		142	Saarland (Saarland)		162	Eichsfeld (Eichsfeld)	
123	Erfurt (Erfurt)		143	Schladming-Dachstein (Schladming-Dachstein)		163	Nahe (Nahe)	
124	Holsteinische Schweiz (Holstein Switzerland)		144	FrankfurtRheinMain (FrankfurtRhineMain)		164	Ruppiner Seenland (Ruppin Lake District)	
125	Bremerhaven (Bremerhaven)		145	Lausitzer Seenland (Lusatian Lake District)		165	Dessau-Roßlau (Dessau-Roßlau)	
126	Oberlausitz (Upper Lusatia)		146	Vogelsberg (Vogelsberg)		166	Rüdesheim und Assmannshausen am Rhein (Rüdesheim and Assmannshausen on the Rhine)	
127	Ahrtal (Ahr Valley)		147	Die Prignitz (the Prignitz)		167	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
128	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		148	Duisburg (Duisburg)		168	Dahme-Seenland (Dahme Lake District)	
129	Saarbrücken (Saarbrücken)		149	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		169	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
130	Graz (Graz)		150	Altenburger Land (Altenburger Land)		170	Fläming (Fläming)	
131	Aachen (Aachen)		151	Lahntal (Lahn Valley)		171	Naheland (Naheland)	
132	Ammergauer Alpen (Ammergau Alps)		152	Darmstadt (Darmstadt)				
133	Mittelrhein (Middle Rhine)		153	Spandau (Spandau)				
134	Nürnberger Land (Nuremberg Land)		154	Weimarer Land (Weimarer Land)				
135	Halle (Saale) (Halle (Saale))		155	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	18%			
136	Kassel (Kassel)		156	Altmark (Altmark)				
137	Bremen (Bremen)		157	Kaiserbäder (Imperial Seaside Resorts)				
138	Weimar (Weimar)		158	Saale-Unstrut (Saale-Unstrut)				
139	Cottbus (Cottbus)		159	Bergstraße-Odenwald (Bergstrasse-Odenwald)				
140	Berlin-Spandau (Berlin-Spandau)		160	GrimmHeimat NordHessen (GrimmHome NorthHesse)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021

7.3 Supported theme suitability – Competitor analysis: All considered destinations



“Taking a city break“

Source market: Germany

Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable“ (in % of respondents)

Base: All respondents


1 of 3 | Ranking in category 3: All considered destinations (mean = 27%)

Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Wien (Vienna)		21	Hannover (Hanover)		41	Sachsen (Saxony)	
2	München (Munich)		22	Trier (Trier)		42	Tirol (Tirol)	
3	Berlin (Berlin)		23	Weimar (Weimar)		43	Rostock-Warnemünde (Rostock-Warnemünde)	
4	Österreich (Austria)		24	Nordrhein-Westfalen (North Rhine-Westphalia)		44	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)	
5	Hamburg (Hamburg)		25	Mainz (Mainz)		45	Schwarzwald (Black Forest)	
6	Köln (Cologne)		26	Lübeck.Travemünde (Lübeck.Travemünde)		46	Wiesbaden (Wiesbaden)	
7	Frankfurt am Main (Frankfurt on the Main)		27	Ruhrgebiet (Ruhr Valley)		47	Nordsee (North Sea)	
8	Salzburg (Salzburg)		28	Salzburger Land (Salzburger Land)		48	Aachen (Aachen)	
9	Bayern (Bavaria)		29	Bonn (Bonn)		49	Bremerhaven (Bremerhaven)	
10	Stockholm (Stockholm)		30	Ostsee (Baltic Sea)		50	Hessen (Hesse)	
11	Leipzig (Leipzig)		31	Baden-Württemberg (Baden-Württemberg)		51	Berlin-Spandau (Berlin-Spandau)	
12	Zürich (Zurich)		32	Bodensee (Lake Constance)		52	Schleswig-Holstein (Schleswig-Holstein)	
13	Stuttgart (Stuttgart)		33	FrankfurtRheinMain (FrankfurtRhineMain)		53	Saarbrücken (Saarbrücken)	
14	Nürnberg (Nuremberg)		34	Oberbayern (Upper Bavaria)		54	Dresden Elbland (Dresden Elbland)	
15	Düsseldorf (Düsseldorf)		35	Bremen (Bremen)		55	Thüringen (Thuringia)	
16	Heidelberg (Heidelberg)		36	Erfurt (Erfurt)		56	Schwerin (Schwerin)	
17	Potsdam (Potsdam)		37	Magdeburg (Magdeburg)		57	Halle (Saale) (Halle (Saale))	
18	Kiel (Kiel)		38	Freiburg im Breisgau (Freiburg in the Breisgau)		58	Kassel (Kassel)	
19	Luxemburg (Luxembourg)		39	Graz (Graz)		59	Mosel (Moselle)	
20	Innsbruck (Innsbruck)		40	Südtirol (South Tirol)		60	Franken (Franconia)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Taking a city break“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 2 of 3 Ranking in category 3: All considered destinations (mean = 27%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Niedersachsen (Lower Saxony)		81	Oberösterreich (Upper Austria)		101	Chiemgau - Chiemsee (Chiemgau - Chiemsee)	
62	Darmstadt (Darmstadt)		82	Mecklenburgische Seenplatte (Mecklenburg Lake District)		102	Bergisches Land (Bergisches Land)	
63	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		83	Kärnten (Carinthia)		103	Sauerland (Sauerland)	
64	Thüringer Wald (Thuringian Forest)		84	Spreewald (Spreewald)		104	Rheingau (Rheingau)	
65	Münsterland (Münsterland)		85	Baden (Baden)		105	Insel Usedom (Usedom Island)	
66	Rheinland-Pfalz (Rhineland-Palatinate)		86	Füssen im Allgäu (Füssen in the Allgäu)		106	Mittelrhein (Middle Rhine)	
67	Rothenburg ob der Tauber (Rothenburg ob der Tauber)		87	Rheinhessen (Rhine Hesse)		107	Ostfriesische Inseln (East Frisian Islands)	
68	Brandenburg (Brandenburg)		88	Berchtesgadener Land (Berchtesgadener Land)		108	Zugspitzregion (Zugspitze region)	
69	Bayerischer Wald (Bavarian Forest)		89	Eifel (Eifel)		109	Teutoburger Wald (Teutoburg Forest)	
70	Garmisch-Partenkirchen (Garmisch-Partenkirchen)		90	Insel Rügen (Rügen Island)		110	Vorarlberg (Vorarlberg)	
71	Harz (Harz)		91	Nürnberger Land (Nuremberg Land)		111	Spessart (Spessart)	
72	Steiermark (Styria)		92	Sylt (Sylt)		112	Norderney (Norderney)	
73	Duisburg (Duisburg)		93	Niederrhein (Lower Rhine)		113	Westerwald (Westerwald)	
74	Pfalz (Palatinate)		94	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)		114	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)	
75	Sachsen-Anhalt (Saxony-Anhalt)		95	Cottbus (Cottbus)		115	Weimarer Land (Weimarer Land)	
76	Starnberger See (Lake Starnberg)		96	Saarland (Saarland)		116	St. Peter-Ording (St. Peter-Ording)	
77	Erzgebirge (Ore Mountains)		97	Romantischer Rhein (Romantic Rhine)		117	Oberstaufen im Allgäu (Oberstaufen in the Allgäu)	
78	Hochschwarzwald (Upper Black Forest)		98	Niederösterreich (Lower Austria)		118	Oberlausitz (Upper Lusatia)	
79	Lüneburger Heide (Lüneburg Heath)		99	Taunus (Taunus)		119	Ostseebad Binz (Baltic Resort Binz)	
80	Allgäu (Allgäu)		100	Spandau (Spandau)		120	Burgenland (Burgenland)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 <p style="text-align: center;">“Taking a city break“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 3 of 3 Ranking in category 3: All considered destinations (mean = 27%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
121	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		141	Ahrtal (Ahr Valley)		161	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
122	Holsteinische Schweiz (Holstein Switzerland)		142	Havelland (Havelland)		162	Ammergauer Alpen (Ammergau Alps)	
123	Seenland Oder-Spree (Oder-Spree Lake District)		143	Dessau-Roßlau (Dessau-Roßlau)		163	Nahe (Nahe)	
124	Kaiserstuhl (Kaiserstuhl)		144	Borkum (Borkum)		164	Schladming-Dachstein (Schladming-Dachstein)	
125	Oberschwaben (Upper Swabia)		145	Wilder Kaiser (Wild Kaiser Mountain Range)		165	Vogelsberg (Vogelsberg)	
126	Fehmarn (Fehmarn)		146	Altenburger Land (Altenburger Land)		166	Eichsfeld (Eichsfeld)	
127	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		147	Föhr (Föhr)		167	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
128	Rüdesheim und Assmannshausen am Rhein (Rüdesheim and Assmannshausen on the Rhine)		148	Oberstauen (Oberstauen)		168	Fläming (Fläming)	
129	Vogtland (Vogtland)		149	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)		169	Ruppiner Seenland (Ruppin Lake District)	
130	Weserbergland (Weserbergland)		150	Fränkisches Seenland (Franconian Lake District)		170	Dahme-Seenland (Dahme Lake District)	
131	Nordseeinsel Amrum (North Sea Island Amrum)		151	Saale-Unstrut (Saale-Unstrut)		171	Naheland (Naheland)	
132	Ostseebad Kühlungsborn (Baltic Resort Kühlungsborn)		152	Lausitzer Seenland (Lusatian Lake District)				
133	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		153	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	10%			
134	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		154	Bergstraße-Odenwald (Bergstrasse-Odenwald)				
135	Winterberg (Winterberg)		155	Kaiserbäder (Imperial Seaside Resorts)				
136	Uckermark (Uckermark)		156	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)				
137	Fichtelgebirge (Fichtel Mountains)		157	Altmark (Altmark)				
138	Oberpfälzer Wald (Upper Palatinate Forest)		158	Lahntal (Lahn Valley)				
139	Büsum (Büsum)		159	Alpenwelt Karwendel (Alpine world Karwendel)				
140	Rhön (Rhön)		160	Die Prignitz (the Prignitz)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Taking a city break“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 1 of 3 Ranking in category 3: All considered destinations (mean = 34%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Wien (Vienna)		21	Mainz (Mainz)		41	Rostock-Warnemünde (Rostock-Warnemünde)	
2	München (Munich)		22	Innsbruck (Innsbruck)		42	Oberbayern (Upper Bavaria)	
3	Frankfurt am Main (Frankfurt on the Main)		23	Hannover (Hanover)		43	Graz (Graz)	
4	Österreich (Austria)		24	Ostsee (Baltic Sea)		44	Südtirol (South Tirol)	
5	Salzburg (Salzburg)		25	Salzburger Land (Salzburger Land)		45	Berlin-Spandau (Berlin-Spandau)	
6	Berlin (Berlin)		26	Weimar (Weimar)		46	Aachen (Aachen)	
7	Köln (Cologne)		27	Lübeck.Travemünde (Lübeck.Travemünde)		47	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)	
8	Hamburg (Hamburg)		28	Ruhrgebiet (Ruhr Valley)		48	Sachsen (Saxony)	
9	Bayern (Bavaria)		29	Nordrhein-Westfalen (North Rhine-Westphalia)		49	Bremerhaven (Bremerhaven)	
10	Leipzig (Leipzig)		30	Bodensee (Lake Constance)		50	Nordsee (North Sea)	
11	Stockholm (Stockholm)		31	Bonn (Bonn)		51	Schleswig-Holstein (Schleswig-Holstein)	
12	Zürich (Zurich)		32	FrankfurtRheinMain (FrankfurtRhineMain)		52	Hessen (Hesse)	
13	Stuttgart (Stuttgart)		33	Bremen (Bremen)		53	Saarbrücken (Saarbrücken)	
14	Nürnberg (Nuremberg)		34	Erfurt (Erfurt)		54	Mosel (Moselle)	
15	Düsseldorf (Düsseldorf)		35	Baden-Württemberg (Baden-Württemberg)		55	Schwerin (Schwerin)	
16	Potsdam (Potsdam)		36	Magdeburg (Magdeburg)		56	Dresden Elbland (Dresden Elbland)	
17	Heidelberg (Heidelberg)		37	Wiesbaden (Wiesbaden)		57	Franken (Franconia)	
18	Luxemburg (Luxembourg)		38	Tirol (Tirol)		58	Halle (Saale) (Halle (Saale))	
19	Kiel (Kiel)		39	Schwarzwald (Black Forest)		59	Münsterland (Münsterland)	
20	Trier (Trier)		40	Freiburg im Breisgau (Freiburg in the Breisgau)		60	Kassel (Kassel)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Taking a city break“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 2 of 3 Ranking in category 3: All considered destinations (mean = 34%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Thüringen (Thuringia)		81	Kärnten (Carinthia)		101	Niederösterreich (Lower Austria)	
62	Darmstadt (Darmstadt)		82	Mecklenburgische Seenplatte (Mecklenburg Lake District)		102	Sauerland (Sauerland)	
63	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		83	Füssen im Allgäu (Füssen in the Allgäu)		103	Bergisches Land (Bergisches Land)	
64	Rheinland-Pfalz (Rhineland-Palatinate)		84	Spreewald (Spreewald)		104	Rheingau (Rheingau)	
65	Niedersachsen (Lower Saxony)		85	Allgäu (Allgäu)		105	Mittelrhein (Middle Rhine)	
66	Thüringer Wald (Thuringian Forest)		86	Insel Rügen (Rügen Island)		106	Zugspitzregion (Zugspitze region)	
67	Rothenburg ob der Tauber (Rothenburg ob der Tauber)		87	Hochschwarzwald (Upper Black Forest)		107	Westerwald (Westerwald)	
68	Garmisch-Partenkirchen (Garmisch-Partenkirchen)		88	Berchtesgadener Land (Berchtesgadener Land)		108	Spessart (Spessart)	
69	Harz (Harz)		89	Spandau (Spandau)		109	Teutoburger Wald (Teutoburg Forest)	
70	Steiermark (Styria)		90	Eifel (Eifel)		110	Insel Usedom (Usedom Island)	
71	Starnberger See (Lake Starnberg)		91	Niederrhein (Lower Rhine)		111	Vorarlberg (Vorarlberg)	
72	Brandenburg (Brandenburg)		92	Cottbus (Cottbus)		112	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)	
73	Pfalz (Palatinate)		93	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)		113	Norderney (Norderney)	
74	Baden (Baden)		94	Rheinhessen (Rhine Hesse)		114	Oberstaufen im Allgäu (Oberstaufen in the Allgäu)	
75	Lüneburger Heide (Lüneburg Heath)		95	Nürnberger Land (Nuremberg Land)		115	Weimarer Land (Weimarer Land)	
76	Bayerischer Wald (Bavarian Forest)		96	Romantischer Rhein (Romantic Rhine)		116	Ostfriesische Inseln (East Frisian Islands)	
77	Erzgebirge (Ore Mountains)		97	Taunus (Taunus)		117	St. Peter-Ording (St. Peter-Ording)	
78	Sachsen-Anhalt (Saxony-Anhalt)		98	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		118	Burgenland (Burgenland)	
79	Duisburg (Duisburg)		99	Sylt (Sylt)		119	Oberlausitz (Upper Lusatia)	
80	Oberösterreich (Upper Austria)		100	Saarland (Saarland)		120	Holsteinische Schweiz (Holstein Switzerland)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Taking a city break“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 3 of 3 Ranking in category 3: All considered destinations (mean = 34%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
121	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		141	Rhön (Rhön)		161	Altmark (Altmark)	
122	Ostseebad Binz (Baltic Resort Binz)		142	Büsum (Büsum)		162	Lahntal (Lahn Valley)	
123	Seenland Oder-Spree (Oder-Spree Lake District)		143	Fränkisches Seenland (Franconian Lake District)		163	Alpenwelt Karwendel (Alpine world Karwendel)	
124	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		144	Oberstaufer (Oberstaufer)		164	Nahe (Nahe)	
125	Weserbergland (Weserbergland)		145	Dessau-Roßlau (Dessau-Roßlau)		165	Eichsfeld (Eichsfeld)	
126	Vogtland (Vogtland)		146	Föhr (Föhr)		166	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
127	Kaiserstuhl (Kaiserstuhl)		147	Borkum (Borkum)		167	Schladming-Dachstein (Schladming-Dachstein)	
128	Rüdesheim und Assmannshausen am Rhein (Rüdesheim and Assmannshausen on the Rhine)		148	Altenburger Land (Altenburger Land)		168	Fläming (Fläming)	
129	Fehmarn (Fehmarn)		149	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)		169	Ruppiner Seenland (Ruppin Lake District)	
130	Nordseeinsel Amrum (North Sea Island Amrum)		150	Wilder Kaiser (Wild Kaiser Mountain Range)		170	Naheland (Naheland)	
131	Ostseebad Kühlungsborn (Baltic Resort Kühlungsborn)		151	Saale-Unstrut (Saale-Unstrut)		171	Dahme-Seenland (Dahme Lake District)	
132	Oberschwaben (Upper Swabia)		152	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	13%			
133	Nordseeeland Dithmarschen (North Sea Land Dithmarschen)		153	Lausitzer Seenland (Lusatian Lake District)				
134	Oberpfälzer Wald (Upper Palatinate Forest)		154	Ammergauer Alpen (Ammergau Alps)				
135	Fichtelgebirge (Fichtel Mountains)		155	Die Prignitz (the Prignitz)				
136	Havelland (Havelland)		156	Kaiserbäder (Imperial Seaside Resorts)				
137	Uckermark (Uckermark)		157	GrimmHeimat NordHessen (GrimmHome NorthHesse)				
138	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		158	Bergstraße-Odenwald (Bergstrasse-Odenwald)				
139	Winterberg (Winterberg)		159	Vogelsberg (Vogelsberg)				
140	Ahrtal (Ahr Valley)		160	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)				


Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021

7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Spending holidays in the countryside“ Source market: Germany <i>Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable“ (in % of respondents)</i> <i>Base: All respondents</i> Ranking in category 3: All considered destinations (mean = 23%)		
Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Baden-Württemberg (Baden-Württemberg)	
2	Schleswig-Holstein (Schleswig-Holstein)	
3	Brandenburg (Brandenburg)	
4	Nordseeland Dithmarschen (North Sea Land Dithmarschen)	
5	Seenland Oder-Spree (Oder-Spree Lake District)	
6	Sachsen-Anhalt (Saxony-Anhalt)	
7	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)	
8	Havelland (Havelland)	
9	Luxemburg (Luxembourg)	
10	Die Prignitz (the Prignitz)	
11	Altmark (Altmark)	
12	Eichsfeld (Eichsfeld)	
13	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	11%
14	Dahme-Seenland (Dahme Lake District)	


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Spending holidays in the countryside“ Source market: Germany <i>Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable“ (in % of respondents)</i> <i>Base: All respondents with interest in the theme</i> Ranking in category 3: All considered destinations (mean = 29%)		
Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Baden-Württemberg (Baden-Württemberg)	
2	Schleswig-Holstein (Schleswig-Holstein)	
3	Brandenburg (Brandenburg)	
4	Nordseeland Dithmarschen (North Sea Land Dithmarschen)	
5	Seenland Oder-Spree (Oder-Spree Lake District)	
6	Luxemburg (Luxembourg)	
7	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)	
8	Sachsen-Anhalt (Saxony-Anhalt)	
9	Havelland (Havelland)	
10	Altmark (Altmark)	
11	Die Prignitz (the Prignitz)	
12	Eichsfeld (Eichsfeld)	
13	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	14%
14	Dahme-Seenland (Dahme Lake District)	

Source: inspektour (international) GmbH, 2021

► **Note:** Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Cycling (not mountain biking)” Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 1 of 2 Ranking in category 3: All considered destinations (mean = 26%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Nordsee (North Sea)		21	Spreewald (Spreewald)		41	Garmisch-Partenkirchen (Garmisch-Partenkirchen)	
2	Ostsee (Baltic Sea)		22	Pfalz (Palatinate)		42	Steiermark (Styria)	
3	Österreich (Austria)		23	Baden-Württemberg (Baden-Württemberg)		43	Teutoburger Wald (Teutoburg Forest)	
4	Lüneburger Heide (Lüneburg Heath)		24	Salzburger Land (Salzburger Land)		44	Rheinessen (Rhine Hesse)	
5	Insel Rügen (Rügen Island)		25	Westerwald (Westerwald)		45	Nordseeland Dithmarschen (North Sea Land Dithmarschen)	
6	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		26	Münsterland (Münsterland)		46	Heidelberg (Heidelberg)	
7	Insel Usedom (Usedom Island)		27	Brandenburg (Brandenburg)		47	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)	
8	Mecklenburgische Seenplatte (Mecklenburg Lake District)		28	Rheinland-Pfalz (Rhineland-Palatinate)		48	Potsdam (Potsdam)	
9	Starnberger See (Lake Starnberg)		29	Nordrhein-Westfalen (North Rhine-Westphalia)		49	Ruhrgebiet (Ruhr Valley)	
10	Ostfriesische Inseln (East Frisian Islands)		30	Lübeck.Travemünde (Lübeck.Travemünde)		50	Bergisches Land (Bergisches Land)	
11	Südtirol (South Tirol)		31	Franken (Franconia)		51	Oberösterreich (Upper Austria)	
12	Eifel (Eifel)		32	Föhr (Föhr)		52	Fichtelgebirge (Fichtel Mountains)	
13	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		33	Taunus (Taunus)		53	Seenland Oder-Spree (Oder-Spree Lake District)	
14	Mosel (Moselle)		34	Sauerland (Sauerland)		54	Uckermark (Uckermark)	
15	Oberbayern (Upper Bavaria)		35	Hessen (Hesse)		55	Bremerhaven (Bremerhaven)	
16	Fehmarn (Fehmarn)		36	Niederrhein (Lower Rhine)		56	Niederösterreich (Lower Austria)	
17	Tirol (Tirol)		37	Freiburg im Breisgau (Freiburg in the Breisgau)		57	Havelland (Havelland)	
18	Schleswig-Holstein (Schleswig-Holstein)		38	Ostseebad Binz (Baltic Resort Binz)		58	Sachsen-Anhalt (Saxony-Anhalt)	
19	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		39	Kärnten (Carinthia)		59	Romantischer Rhein (Romantic Rhine)	
20	Nordseeinsel Amrum (North Sea Island Amrum)		40	Füssen im Allgäu (Füssen in the Allgäu)		60	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Cycling (not mountain biking)“ Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents 2 of 2 Ranking in category 3: All considered destinations (mean = 26%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Magdeburg (Magdeburg)		81	Fränkisches Seenland (Franconian Lake District)		101	Darmstadt (Darmstadt)	
62	Weserbergland (Weserbergland)		82	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		102	Ammergauer Alpen (Ammergau Alps)	
63	Oberlausitz (Upper Lusatia)		83	Altenburger Land (Altenburger Land)		103	Alpenwelt Karwendel (Alpine world Karwendel)	
64	Burgenland (Burgenland)		84	Berlin-Spandau (Berlin-Spandau)		104	Nahe (Nahe)	
65	Zugspitzregion (Zugspitze region)		85	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		105	Bergstraße-Odenwald (Bergstrasse-Odenwald)	
66	Holsteinische Schweiz (Holstein Switzerland)		86	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		106	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)	
67	Dresden Elbland (Dresden Elbland)		87	Oberschwaben (Upper Swabia)		107	Eichsfeld (Eichsfeld)	
68	Vorarlberg (Vorarlberg)		88	Wilder Kaiser (Wild Kaiser Mountain Range)		108	Dessau-Roßlau (Dessau-Roßlau)	
69	Saarland (Saarland)		89	Düsseldorf (Düsseldorf)		109	Dahme-Seenland (Dahme Lake District)	
70	Nürnberg (Nuremberg)		90	Duisburg (Duisburg)		110	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
71	Mittelrhein (Middle Rhine)		91	Weimarer Land (Weimarer Land)		111	Fläming (Fläming)	
72	Kaiserstuhl (Kaiserstuhl)		92	Lahntal (Lahn Valley)		112	Ruppiner Seenland (Ruppin Lake District)	
73	Baden (Baden)		93	Die Prignitz (the Prignitz)		113	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
74	Saarbrücken (Saarbrücken)		94	Spandau (Spandau)		114	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	9%
75	Bonn (Bonn)		95	Cottbus (Cottbus)		115	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
76	Rheingau (Rheingau)		96	FrankfurtRheinMain (FrankfurtRhineMain)		116	Naheland (Naheland)	
77	Nürnberger Land (Nuremberg Land)		97	Altmark (Altmark)				
78	Oberpfälzer Wald (Upper Palatinate Forest)		98	Rüdesheim und Assmannshausen am Rhein (Rüdesheim and Assmannshausen on the Rhine)				
79	Ahrtal (Ahr Valley)		99	Vogelsberg (Vogelsberg)				
80	Lausitzer Seenland (Lusatian Lake District)		100	Saale-Unstrut (Saale-Unstrut)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Cycling (not mountain biking)” Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 1 of 2 Ranking in category 3: All considered destinations (mean = 34%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Nordsee (North Sea)		21	Eifel (Eifel)		41	Hessen (Hesse)	
2	Ostsee (Baltic Sea)		22	Nordseeinsel Amrum (North Sea Island Amrum)		42	Freiburg im Breisgau (Freiburg in the Breisgau)	
3	Österreich (Austria)		23	Westerwald (Westerwald)		43	Potsdam (Potsdam)	
4	Lüneburger Heide (Lüneburg Heath)		24	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)		44	Ruhrgebiet (Ruhr Valley)	
5	Ostsee Schleswig-Holstein (Baltic Sea Schleswig-Holstein)		25	Schleswig-Holstein (Schleswig-Holstein)		45	Rheinland-Pfalz (Rhineland-Palatinate)	
6	Insel Usedom (Usedom Island)		26	Pfalz (Palatinate)		46	Sauerland (Sauerland)	
7	Insel Rügen (Rügen Island)		27	Baden-Württemberg (Baden-Württemberg)		47	Bergisches Land (Bergisches Land)	
8	Ostfriesische Inseln (East Frisian Islands)		28	Heidelberg (Heidelberg)		48	Oberösterreich (Upper Austria)	
9	Starnberger See (Lake Starnberg)		29	Taunus (Taunus)		49	Teutoburger Wald (Teutoburg Forest)	
10	Mecklenburgische Seenplatte (Mecklenburg Lake District)		30	Nordrhein-Westfalen (North Rhine-Westphalia)		50	Nordseeland Dithmarschen (North Sea Land Dithmarschen)	
11	Tirol (Tirol)		31	Füssen im Allgäu (Füssen in the Allgäu)		51	Weserbergland (Weserbergland)	
12	Fehmarn (Fehmarn)		32	Steiermark (Styria)		52	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)	
13	Südtirol (South Tirol)		33	Garmisch-Partenkirchen (Garmisch-Partenkirchen)		53	Niederösterreich (Lower Austria)	
14	Mosel (Moselle)		34	Föhr (Föhr)		54	Seenland Oder-Spree (Oder-Spree Lake District)	
15	Oberbayern (Upper Bavaria)		35	Franken (Franconia)		55	Sachsen-Anhalt (Saxony-Anhalt)	
16	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		36	Brandenburg (Brandenburg)		56	Rheinhessen (Rhine Hesse)	
17	Münsterland (Münsterland)		37	Kärnten (Carinthia)		57	Oberlausitz (Upper Lusatia)	
18	Lübeck.Travemünde (Lübeck.Travemünde)		38	Ostseebad Binz (Baltic Resort Binz)		58	Bremerhaven (Bremerhaven)	
19	Spreewald (Spreewald)		39	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)		59	Uckermark (Uckermark)	
20	Salzburger Land (Salzburger Land)		40	Niederrhein (Lower Rhine)		60	Romantischer Rhein (Romantic Rhine)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021

7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Cycling (not mountain biking)” Source market: Germany Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) Base: All respondents with interest in the theme 2 of 2 Ranking in category 3: All considered destinations (mean = 34%)								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
61	Magdeburg (Magdeburg)		81	Saarland (Saarland)		101	Nahe (Nahe)	
62	Zugspitzregion (Zugspitze region)		82	Altenburger Land (Altenburger Land)		102	Bergstraße-Odenwald (Bergstrasse-Odenwald)	
63	Fichtelgebirge (Fichtel Mountains)		83	Mittelrhein (Middle Rhine)		103	WelterbeRegion Anhalt-Dessau-Wittenberg (World Heritage Region Anhalt-Dessau-Wittenberg)	
64	Nürnberg (Nuremberg)		84	Nürnberger Land (Nuremberg Land)		104	Rüdesheim und Assmannshausen am Rhein (Rüdesheim and Assmannshausen on the Rhine)	
65	Burgenland (Burgenland)		85	Wilder Kaiser (Wild Kaiser Mountain Range)		105	Eichsfeld (Eichsfeld)	
66	Bonn (Bonn)		86	Fränkisches Seenland (Franconian Lake District)		106	Saale-Unstrut (Saale-Unstrut)	
67	Saarbrücken (Saarbrücken)		87	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		107	Dessau-Roßlau (Dessau-Roßlau)	
68	Havelland (Havelland)		88	Duisburg (Duisburg)		108	Alpenwelt Karwendel (Alpine world Karwendel)	
69	Rheingau (Rheingau)		89	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		109	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	15%
70	Baden (Baden)		90	Lausitzer Seenland (Lusatian Lake District)		110	Fläming (Fläming)	
71	Oberpfälzer Wald (Upper Palatinate Forest)		91	Cottbus (Cottbus)		111	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
72	Dresden Elbland (Dresden Elbland)		92	Die Prignitz (the Prignitz)		112	Ruppiner Seenland (Ruppin Lake District)	
73	Vorarlberg (Vorarlberg)		93	Vogelsberg (Vogelsberg)		113	Dahme-Seenland (Dahme Lake District)	
74	Holsteinische Schweiz (Holstein Switzerland)		94	Lahntal (Lahn Valley)		114	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
75	Ahrtal (Ahr Valley)		95	Spandau (Spandau)		115	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
76	Oberschwaben (Upper Swabia)		96	Ammergauer Alpen (Ammergau Alps)		116	Naheland (Naheland)	
77	Berlin-Spandau (Berlin-Spandau)		97	Darmstadt (Darmstadt)				
78	Magdeburg Elbe-Börde-Heide (Magdeburg Elbe-Börde Heath)		98	FrankfurtRheinMain (FrankfurtRhineMain)				
79	Düsseldorf (Düsseldorf)		99	Weimarer Land (Weimarer Land)				
80	Kaiserstuhl (Kaiserstuhl)		100	Altmark (Altmark)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 <p style="text-align: center;">“Hiking“ Source market: Germany <i>Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents)</i> <i>Base: All respondents</i></p> <p style="text-align: center;">1 of 2 Ranking in category 3: All considered destinations (mean = 35%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Österreich (Austria)		18	Hochschwarzwald (Upper Black Forest)		35	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)	
2	Schwarzwald (Black Forest)		19	Zugspitzregion (Zugspitze region)		36	Sauerland (Sauerland)	
3	Bayerischer Wald (Bavarian Forest)		20	Salzburger Land (Salzburger Land)		37	Franken (Franconia)	
4	Allgäu (Allgäu)		21	Insel Rügen (Rügen Island)		38	Teutoburger Wald (Teutoburg Forest)	
5	Südtirol (South Tirol)		22	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		39	Oberösterreich (Upper Austria)	
6	Bodensee (Lake Constance)		23	Kärnten (Carinthia)		40	Rheinland-Pfalz (Rhineland-Palatinate)	
7	Harz (Harz)		24	Mecklenburgische Seenplatte (Mecklenburg Lake District)		41	Bergisches Land (Bergisches Land)	
8	Tirol (Tirol)		25	Pfalz (Palatinate)		42	Oberstaufen im Allgäu (Oberstaufen in the Allgäu)	
9	Nordsee (North Sea)		26	Westerwald (Westerwald)		43	Spessart (Spessart)	
10	Thüringer Wald (Thuringian Forest)		27	Baden-Württemberg (Baden-Württemberg)		44	Hessen (Hesse)	
11	Oberbayern (Upper Bavaria)		28	Ostfriesische Inseln (East Frisian Islands)		45	Niederösterreich (Lower Austria)	
12	Lüneburger Heide (Lüneburg Heath)		29	Füssen im Allgäu (Füssen in the Allgäu)		46	Münsterland (Münsterland)	
13	Eifel (Eifel)		30	Fichtelgebirge (Fichtel Mountains)		47	Kaiserstuhl (Kaiserstuhl)	
14	Ostsee (Baltic Sea)		31	Steiermark (Styria)		48	Vorarlberg (Vorarlberg)	
15	Garmisch-Partenkirchen (Garmisch-Partenkirchen)		32	Taunus (Taunus)		49	Winterberg (Winterberg)	
16	Berchtesgadener Land (Berchtesgadener Land)		33	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)		50	Heidelberg (Heidelberg)	
17	Mosel (Moselle)		34	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)		51	Rhein Hessen (Rhine Hesse)	

Source: inspektour (international) GmbH, 2021

► **Note:** Last survey taken into consideration in October until December 2021

7.3 Supported theme suitability – Competitor analysis: All considered destinations

 <p style="text-align: center;">“Hiking“ Source market: Germany <i>Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents)</i> <i>Base: All respondents</i></p> <p style="text-align: center;">2 of 2 Ranking in category 3: All considered destinations (mean = 35%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
52	Brandenburg (Brandenburg)		69	Saarland (Saarland)		86	Die Prignitz (the Prignitz)	
53	Burgenland (Burgenland)		70	Havelland (Havelland)		87	Bergstraße-Odenwald (Bergstrasse-Odenwald)	
54	Nordrhein-Westfalen (North Rhine-Westphalia)		71	Baden (Baden)		88	Vogelsberg (Vogelsberg)	
55	Niederrhein (Lower Rhine)		72	Mittelrhein (Middle Rhine)		89	Nahe (Nahe)	
56	Rhön (Rhön)		73	Holsteinische Schweiz (Holstein Switzerland)		90	Bonn (Bonn)	
57	Weserbergland (Weserbergland)		74	Wilder Kaiser (Wild Kaiser Mountain Range)		91	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	13%
58	Vogtland (Vogtland)		75	Oberstaufer (Oberstaufer)		92	Eichsfeld (Eichsfeld)	
59	Romantischer Rhein (Romantic Rhine)		76	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		93	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
60	Oberpfälzer Wald (Upper Palatinate Forest)		77	Alpenwelt Karwendel (Alpine world Karwendel)		94	FrankfurtRheinMain (FrankfurtRhineMain)	
61	Uckermark (Uckermark)		78	Nürnberger Land (Nuremberg Land)		95	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
62	Rheingau (Rheingau)		79	Ammergauer Alpen (Ammergau Alps)		96	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
63	Oberlausitz (Upper Lusatia)		80	Ruhrgebiet (Ruhr Valley)		97	Dahme-Seenland (Dahme Lake District)	
64	Sachsen-Anhalt (Saxony-Anhalt)		81	Fränkisches Seenland (Franconian Lake District)		98	Fläming (Fläming)	
65	Seenland Oder-Spree (Oder-Spree Lake District)		82	Rüdesheim und Assmannshausen am Rhein (Rüdesheim and Assmannshausen on the Rhine)		99	Ruppiner Seenland (Ruppin Lake District)	
66	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		83	Schladming-Dachstein (Schladming-Dachstein)		100	Naheland (Naheland)	
67	Ahrtal (Ahr Valley)		84	Saarbrücken (Saarbrücken)				
68	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		85	Lahntal (Lahn Valley)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 <p style="text-align: center;">“Hiking“ Source market: Germany <i>Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents)</i> <i>Base: All respondents with interest in the theme</i></p> <p style="text-align: center;">1 of 2 Ranking in category 3: All considered destinations (mean = 43%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Schwarzwald (Black Forest)		18	Insel Rügen (Rügen Island)		35	Franken (Franconia)	
2	Bayerischer Wald (Bavarian Forest)		19	Mosel (Moselle)		36	Sauerland (Sauerland)	
3	Allgäu (Allgäu)		20	Chiemgau - Chiemsee (Chiemgau - Chiemsee)		37	Teutoburger Wald (Teutoburg Forest)	
4	Österreich (Austria)		21	Hochschwarzwald (Upper Black Forest)		38	Mecklenburg-Vorpommern (Mecklenburg-Western Pomerania)	
5	Bodensee (Lake Constance)		22	Salzburger Land (Salzburger Land)		39	Bergisches Land (Bergisches Land)	
6	Harz (Harz)		23	Westerwald (Westerwald)		40	Spessart (Spessart)	
7	Südtirol (South Tirol)		24	Kärnten (Carinthia)		41	Oberösterreich (Upper Austria)	
8	Tirol (Tirol)		25	Pfalz (Palatinate)		42	Oberstaufen im Allgäu (Oberstaufen in the Allgäu)	
9	Nordsee (North Sea)		26	Baden-Württemberg (Baden-Württemberg)		43	Hessen (Hesse)	
10	Lüneburger Heide (Lüneburg Heath)		27	Ostfriesische Inseln (East Frisian Islands)		44	Münsterland (Münsterland)	
11	Thüringer Wald (Thuringian Forest)		28	Mecklenburgische Seenplatte (Mecklenburg Lake District)		45	Brandenburg (Brandenburg)	
12	Oberbayern (Upper Bavaria)		29	Füssen im Allgäu (Füssen in the Allgäu)		46	Kaiserstuhl (Kaiserstuhl)	
13	Ostsee (Baltic Sea)		30	Steiermark (Styria)		47	Vorarlberg (Vorarlberg)	
14	Eifel (Eifel)		31	Taunus (Taunus)		48	Rheinland-Pfalz (Rhineland-Palatinate)	
15	Garmisch-Partenkirchen (Garmisch-Partenkirchen)		32	Sächsische Schweiz-Elbsandsteingebirge (Saxonian Switzerland-Elbe Sandstone Mountains)		49	Niederösterreich (Lower Austria)	
16	Zugspitzregion (Zugspitze region)		33	Alpenregion Tegernsee-Schliersee (Alpine region Tegernsee-Schliersee)		50	Heidelberg (Heidelberg)	
17	Berchtesgadener Land (Berchtesgadener Land)		34	Fichtelgebirge (Fichtel Mountains)		51	Niederrhein (Lower Rhine)	

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 <p style="text-align: center;">“Hiking“ Source market: Germany <i>Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents)</i> <i>Base: All respondents with interest in the theme</i></p> <p style="text-align: center;">2 of 2 Ranking in category 3: All considered destinations (mean = 43%)</p>								
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
52	Nordrhein-Westfalen (North Rhine-Westphalia)		69	Uckermark (Uckermark)		86	Die Prignitz (the Prignitz)	
53	Romantischer Rhein (Romantic Rhine)		70	Nordseeland Dithmarschen (North Sea Land Dithmarschen)		87	Rüdesheim und Assmannshausen am Rhein (Rüdesheim and Assmannshausen on the Rhine)	
54	Winterberg (Winterberg)		71	Mittelrhein (Middle Rhine)		88	Bergstraße-Odenwald (Bergstrasse-Odenwald)	
55	Rheinhessen (Rhine Hesse)		72	Oberstauen (Oberstauen)		89	Bonn (Bonn)	
56	Oberpfälzer Wald (Upper Palatinate Forest)		73	Ruhrgebiet (Ruhr Valley)		90	Nahe (Nahe)	
57	Rhön (Rhön)		74	Alpenwelt Karwendel (Alpine world Karwendel)		91	GrimmHeimat NordHessen (GrimmHome NorthHesse)	
58	Weserbergland (Weserbergland)		75	Holsteinische Schweiz (Holstein Switzerland)		92	Eichsfeld (Eichsfeld)	
59	Baden (Baden)		76	Wilder Kaiser (Wild Kaiser Mountain Range)		93	FrankfurtRheinMain (FrankfurtRhineMain)	
60	Ahrtal (Ahr Valley)		77	Ferienland Bernkastel-Kues – Mosel (Holiday region Bernkastel-Kues - Moselle)		94	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	15%
61	Burgenland (Burgenland)		78	Saarland (Saarland)		95	Welterberegion Wartburg Hainich (World Heritage Region Wartburg Hainich)	
62	Seenland Oder-Spree (Oder-Spree Lake District)		79	Nürnberger Land (Nuremberg Land)		96	neanderland / Kreis Mettmann (neanderland / district of Mettmann)	
63	Sachsen-Anhalt (Saxony-Anhalt)		80	Ammergauer Alpen (Ammergau Alps)		97	Ruppiner Seenland (Ruppin Lake District)	
64	Oberlausitz (Upper Lusatia)		81	Fränkisches Seenland (Franconian Lake District)		98	Fläming (Fläming)	
65	Vogtland (Vogtland)		82	Saarbrücken (Saarbrücken)		99	Dahme-Seenland (Dahme Lake District)	
66	Rheingau (Rheingau)		83	Schladming-Dachstein (Schladming-Dachstein)		100	Naheland (Naheland)	
67	Havelland (Havelland)		84	Lahntal (Lahn Valley)				
68	Südharz-Kyffhäuser (Southern Harz-Kyffhäuser)		85	Vogelsberg (Vogelsberg)				

Source: inspektour (international) GmbH, 2021

► Note: Last survey taken into consideration in October until December 2021


7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Taking a wine tour“ Source market: Germany Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable“ (in % of respondents) Base: All respondents Ranking in category 3: All considered destinations (mean = 29%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Mosel (Moselle)		16	Wiesbaden (Wiesbaden)	
2	Pfalz (Palatinate)		17	Mainz (Mainz)	
3	Baden-Württemberg (Baden-Württemberg)		18	Mittelrhein (Middle Rhine)	
4	Trier (Trier)		19	Kaiserstuhl (Kaiserstuhl)	
5	Rheinland-Pfalz (Rhineland-Palatinate)		20	Ahrtal (Ahr Valley)	
6	Schwarzwald (Black Forest)		21	Rüdesheim und Assmannshausen am Rhein (Rüdesheim and Assmannshausen on the Rhine)	
7	Freiburg im Breisgau (Freiburg in the Breisgau)		22	Spessart (Spessart)	
8	Rheinhessen (Rhine Hesse)		23	Luxemburg (Luxembourg)	
9	Franken (Franconia)		24	Dresden Elbland (Dresden Elbland)	
10	Hessen (Hesse)		25	Nahe (Nahe)	
11	Rheingau (Rheingau)		26	Saale-Unstrut (Saale-Unstrut)	
12	Bodensee (Lake Constance)		27	Bergstraße-Odenwald (Bergstrasse-Odenwald)	
13	Baden (Baden)		28	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	10%
14	Romantischer Rhein (Romantic Rhine)		29	Naheland (Naheland)	
15	Stuttgart (Stuttgart)				

Source: inspektour (international) GmbH, 2021

► **Note:** Last survey taken into consideration in October until December 2021

7.3 Supported theme suitability – Competitor analysis: All considered destinations

 “Taking a wine tour“ Source market: Germany Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable“ (in % of respondents) Base: All respondents with interest in the theme Ranking in category 3: All considered destinations (mean = 40%)					
Rank	Queried designation of tourist destination; English translation in brackets	%-value	Rank	Queried designation of tourist destination; English translation in brackets	%-value
1	Mosel (Moselle)		16	Stuttgart (Stuttgart)	
2	Baden-Württemberg (Baden-Württemberg)		17	Mainz (Mainz)	
3	Schwarzwald (Black Forest)		18	Mittelrhein (Middle Rhine)	
4	Trier (Trier)		19	Kaiserstuhl (Kaiserstuhl)	
5	Pfalz (Palatinate)		20	Ahrtal (Ahr Valley)	
6	Rheinland-Pfalz (Rhineland-Palatinate)		21	Spessart (Spessart)	
7	Franken (Franconia)		22	Rüdesheim und Assmannshausen am Rhein (Rüdesheim and Assmannshausen on the Rhine)	
8	Rheinhessen (Rhine Hesse)		23	Luxemburg (Luxembourg)	
9	Bodensee (Lake Constance)		24	Nahe (Nahe)	
10	Freiburg im Breisgau (Freiburg in the Breisgau)		25	Dresden Elbland (Dresden Elbland)	
11	Rheingau (Rheingau)		26	Die nordspanische Region Navarra (The northern Spanish region of Navarre)	19%
12	Hessen (Hesse)		27	Saale-Unstrut (Saale-Unstrut)	
13	Romantischer Rhein (Romantic Rhine)		28	Bergstraße-Odenwald (Bergstrasse-Odenwald)	
14	Baden (Baden)		29	Naheland (Naheland)	
15	Wiesbaden (Wiesbaden)				

Source: inspektour (international) GmbH, 2021

► **Note:** Last survey taken into consideration in October until December 2021

Outline

1 GENERAL OVERVIEW OF THE STUDY SERIES DESTINATION BRAND

2 DESIGN OF THE THEME COMPETENCE STUDY DESTINATION BRAND 21

3 OVERVIEW OF KEY RESULTS: UNSUPPORTED THEME COMPETENCE (TOP OF MIND)

4 OVERVIEW OF KEY RESULTS: THREE-DIMENSIONAL THEME COMPETENCE ANALYSIS

5 DEMAND: GENERAL INTEREST POTENTIAL IN DETAIL

6 SUPPLY: SUPPORTED THEME SUITABILITY IN DETAIL

7 COMPETITION: COMPARISON WITH COMPETITORS

8 CONTACT AND PROJECT PARTNERS

8.1 inspektour (international) GmbH – Tourism and market research

8.2 German Institute for Tourism Research of the FH Westküste

8.3 Ipsos GmbH

8.4 analytix – Institute for quantitative market research and statistical data analysis

8.5 Contact persons for the study series Destination Brand

9 APPENDIX

IMPRINT

8.1 inspektour (international) GmbH – *Tourism and market research*

The study series Destination Brand is carried out under the project leadership of inspektour. Our goal is to realise a practise-oriented, holistic expansion and further development of the study series.

As a private-sector consultancy for practise-oriented development and concepts in leisure tourism as well as in regional development, we have set ourselves the goal of providing local authorities, institutions or companies with advice. We are taking on challenges with our partners and constantly work towards breaking new ground in the creation of innovative and future-oriented solutions.

Since 2001, we have been researching, analysing and designing content and providing support in the implementation of partial or overall concepts, particularly in the fields of destination and leisure management, market research, nature and environmental management as well as city and regional marketing and management. inspektour has successfully supervised and carried out hundreds of projects across Germany and increasingly operates on an international level. Since 2009, we have been certified in accordance with Service-Quality Germany.

In addition to a great deal of empathy and commitment, inspektour's work is characterised by a high level of practical orientation and an implementation approach as well as the involvement of all relevant stakeholders in achieving a generally accepted project result.

The 17 permanent employees of inspektour have a broad scientific background – among others Dipl. Economics (FH), Dipl. Geography, Dipl. Engineering, Dipl. Culture Management, Dipl. Tourism Management, Dipl. Traffic Science, Master's in Eco-tourism (M.Sc.), Master's in International Tourism Management (MA), Master's in Sports Tourism and Recreation Management (M.Sc.) – and make the provision of a well-founded examination of different themes possible. A long-standing and intensive scientific and operational exchange with the FH Westküste (University of Applied Sciences) and the German Institute for Tourism Research in Heide (Holstein) is fostered through joint projects and lectures.

- ▶ www.inspektour.de
- ▶ www.destination-brand.com

inspektour
TOURISM AND MARKET RESEARCH

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8.2 German Institute for Tourism Research of the FH Westküste

Applied, empirical tourism research as a task

The German Institute for Tourism Research was founded on June 12, 2020 as an In-Institute at the West Coast University of Applied Sciences. However, the roots of the new institute go back much further. It emerged from the Institute for Management and Tourism (IMT), which since its founding in 2006 – measured by the number of employees – developed into the largest In-Institute in tourism at a German university and thus became a “lighthouse” for the research and study location Heide (Holst.). The rededication to the German Institute for Tourism Research in 2020 took this significance and the many years of experience into account.

In its following and interconnected core areas, the German Institute for Tourism Research is Germany's first contact for applied, empirical tourism research:

1. Travel behavior

Consideration of travel as well as its preparation and follow-up under political, economic, social, ecological and technical influences with a focus on people as well as tourism demand

2. Effects of travel on society, ecology and economy

Consideration of the social, environmental as well as economic effects resulting from travel demand. In addition to aspects such as tourism acceptance or value chains, the effects of travel behavior on the environment and the necessary derivations are also examined.

3. Strategic development options in destinations and institutions

Supporting tourism management in strategic decision-making through insights from travel behavior and the effects of tourism demand

Practical relevance, independence and neutrality characterize the work of the institute. It conducts interdisciplinary research and bundles scientific competencies from various disciplines under its roof. The work of the institute is additionally enriched by members from other scientific fields as well as an advisory board. Thus, the investigated issues are comprehensively considered and classified; the research results are published in publications. As director of the German Institute for Tourism Research, Professor Dr. Bernd Eisenstein ensures the continuation of the successful work of the IMT, which he founded and headed.



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8.3 Ipsos GmbH

Ipsos is the number 3 worldwide in the market research sector. With a strong presence in 90 countries, Ipsos employs more than 18,000 people and conducts market research in more than 100 countries. Founded in 1975 in Paris, Ipsos is still managed by researchers today. With a positioning as a multi-specialist, a solid group was built up – Media and advertising research; Marketing research; Customer and employee relationship management; Social and policy research; Mobile, online, offline data collection and delivery. Ipsos is present in Germany with approx. 750 employees at six locations: Hamburg, Frankfurt, Munich, Berlin, Nuremberg and Mölln. Ipsos has been listed on the Paris Stock Exchange since 1999.

We at Ipsos are passionately curious about people, markets, brands and society in general. We provide information and analysis that makes our increasingly complex world easier and more understandable and inspires our clients to make smarter decisions.

We firmly believe in the value of our work. Safety, simplicity, speed and substance play an important role in everything we do.

Through specialisation, we offer our clients a unique pool of knowledge and expertise. Learning from different experiences gives us a differentiated view, allows us to courageously question things and inspires our creativity.

Our lived culture of togetherness and curiosity makes us attractive for top-class experts who we offer the opportunity to influence and shape the future with us.

The production processes at Ipsos are certified according to all relevant international ISO standards and industry standards and guarantee high relevance, security and data protection as well as consistently high quality.

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8.4 analytix GmbH

Institute for quantitative market research and statistical data analysis

analytix GmbH was founded in 2005 by Prof. Dr. Björn Christensen as a spin-off of the Kiel Institute for the World Economy and is based at the Kiel Innovation and Technology Centre.

As an independent service provider, analytix GmbH supports companies and public institutions in the areas of quantitative market research and statistical data analysis. Based on many years of experience, the customers are supported in their entire project – from conception to the data basis and further on to detailed statistical evaluations and forecasts. The solutions are as individual as necessary and as standardised as possible to achieve the highest possible quality of the evaluations with a simultaneous cost-efficiency.

Its range of services includes the areas of quantitative market research, data mining / predictive analytics, analytical CRM (Customer-Relationship-Management) and the creation of statistical reports.

Since 2009, analytix also offers individual and weather-based sales forecasts through its subsidiary meteolytix GmbH, which was founded together with Dr. Meeno Schrader (Wetterwelt GmbH, NDR).

All employees of analytix possess a degree in economics. Knowledge of the industry regarding statistics / data mining exists in the areas of trade (online and offline), industry, banking & financial services, insurance, media, telecommunication, system catering, tourism, transport and public institutions.

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IMPRINT

9.1 Reading examples – Unsupported theme competence (top pf mind)

Please imagine that you intend to go on a [here theme inserted] holiday.

Which international tourist destinations (countries, cities, regions etc.) do you consider particularly suitable for this purpose? (max. 3 responses)

■ Destination XY

Source market: Source market XY

Number of respondents: min. 387

Number of responses: min. 765

Base: All respondents (valid responses)

Unsupported theme competence as an international tourist destination ...

DESTINATION BRAND 21

		1	2	3	4
		% of respondents*	% of responses	number of responses	rank
... for a culinary trip	Destination XY	2.8%	1.3%	12	16.
... for a cultural holiday / a cultural trip	Destination XY	X,x%	X,x%	Xx	Xx.
... for a nature holiday	Destination XY	X,x%	X,x%	Xx	Xx.
... for an active sports holiday	Destination XY	X,x%	X,x%	Xx	Xx.
... for a city break	Destination XY	X,x%	X,x%	Xx	Xx.

* Multiple answers possible.

1
The **unsupported theme competence** of international tourist destinations is surveyed for the five general themes “Culinary”, “Culture”, “Nature”, “Sports” and “City break”.

2
The **percentages** are based on the total number of respondents as well as the total number of responses. Due to the possibility of multiple answers, the number of responses is greater than the number of respondents.

3
The destination’s **competitive position** is demonstrated in the column ‘rank’. In this example, the ranking takes into account **all considered international destinations** that were mentioned in the unsupported question – regardless of whether the supported theme suitability of the destination was tested or not. The ranking is based on the number of responses.

Central question: How often is destination xy considered spontaneously by the represented population to be a **particularly suitable international tourist destination** for the respective type of holiday? – Reading example: “to go on a culinary trip”

4
▶ In the unsupported question regarding particularly suitable international tourist destinations to go on a culinary trip, a total of 12 responses are attributed to destination xy. This corresponds to 2.8% of the respondents with valid responses respectively 1.3% of the responses.

▶ Based on the number of responses given, destination xy achieves rank 16 among all mentioned international tourist destinations concerning the unsupported theme competence to go on a culinary trip.

9.1 Reading examples – Demand: General interest potential

General interest potential of the general themes

> The following question is about your general interest in touristic holiday activities, regardless of a specific tourist destination. How interested are you in pursuing the following touristic holiday activities as part of your holiday trip with at least one overnight stay?

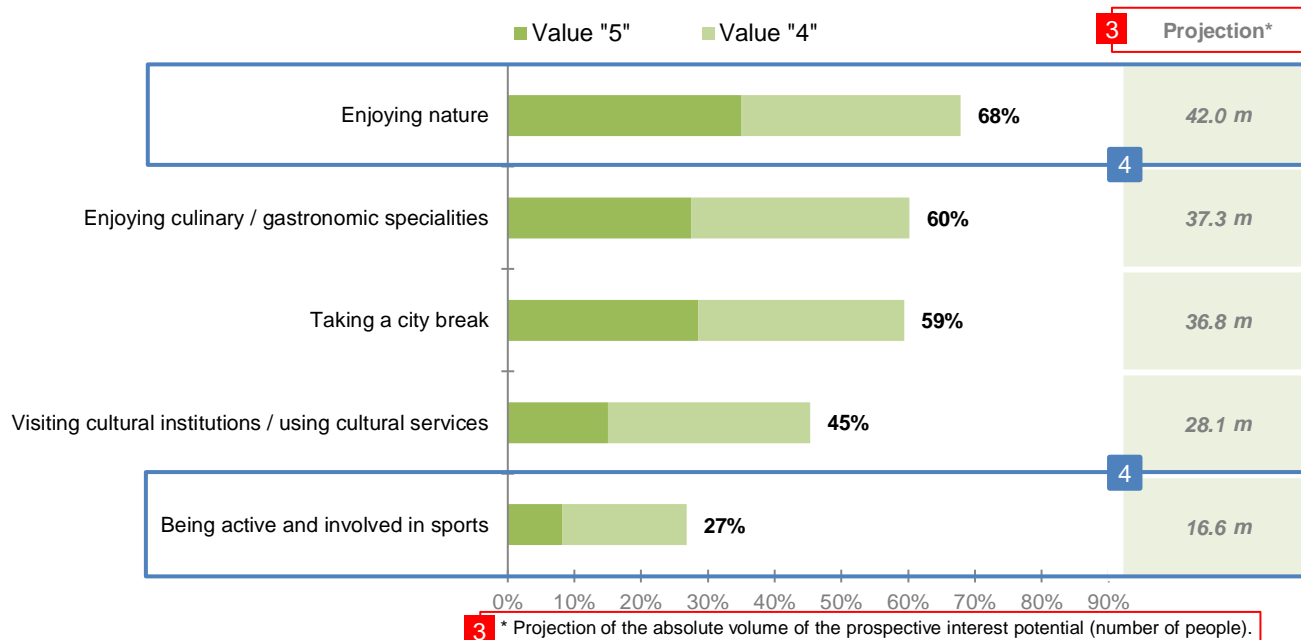
> Top-two-box on a scale from “5 = very interested” to “1 = not at all interested” (in % of respondents) **1**

General themes

Source market: Source market XY

Base: All respondents

Number of respondents: 1,000 **2**



1 Values are expressed as **top-two-box values**, i.e., the percentage refers to all respondents that answered with “very interested” or value “4” for the respective theme.

2 In this example, **all respondents** are taken into consideration. In the study Destination Brand 21, a total of 1,000 to 17,000 people were surveyed online per source market about their general interest (i.e., regardless of a specific tourist destination) in the respective holiday activities.

3 The **projection** refers to the population represented in the study (usually 14-74 years), which totals the following volume per source market:

DE = 61.94 m people; AT = 6.59 m people; CH = 6.02 m people; NL = 12.78 m people; FR = 46.61 m people; IT = 45.51 m people; ES = 34.30 m people; UK = 47.95 m people; US = 246.50 m people.

Central question: How high is the **general interest potential** (i.e., regardless of a specific tourist destination) of the represented population for the selected holiday activities (here the general themes)?

– Reading example: “Enjoying nature” and “Being active and involved in sports”

- ▶ 68% of the represented population are generally interested in the holiday activity “Enjoying nature”.
- ▶ This corresponds to 42.0 m people in the age of 14-74 years (living in private households).
- ▶ In comparison, the general interest potential of the holiday activity “Being active and involved in sports” is much lower. 27% of all respondents are interested in this holiday activity.

9.1 Reading examples – Supply: Supported theme suitability

Supported theme suitability of the general themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

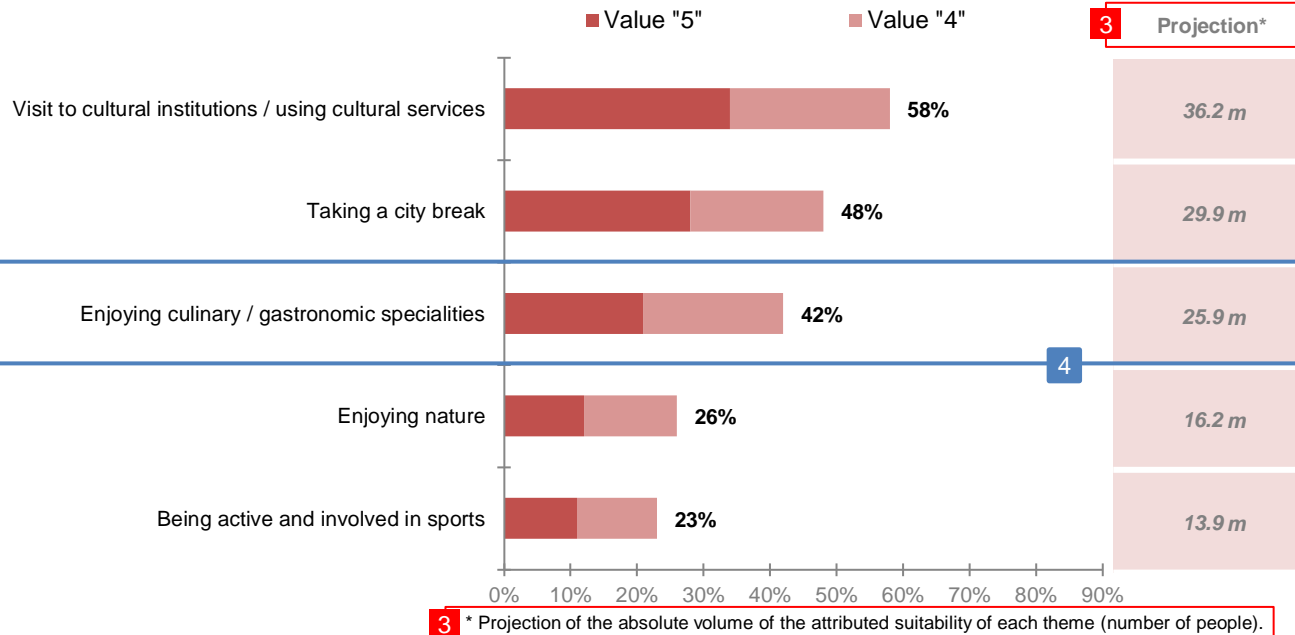
> Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) ¹

Destination XY

Source market: Source market XY

Base: All respondents

Number of respondents: 1,000 ²



¹ Values are expressed as **top-two-box values**, i.e., the percentage refers to all respondents that answered the question with “5 = very suitable” or the value “4”.

² In this example, **all respondents** are considered for the analysis of the supported theme suitability. In total, 28,000 people were surveyed online in the study Destination Brand 21. Various representative sub-samples were used to achieve a sample size of 1,000 per tourist destination.

³ The **projection** refers to the population represented in the study (usually 14-74 years), which totals the following volume per source market:

DE = 61.94 m people; AT = 6.59 m people; CH = 6.02 m people; NL = 12.78 m people; FR = 46.61 m people; IT = 45.51 m people; ES = 34.30 m people; UK = 47.95 m people; US = 246.50 m people.

Central question: What is the **theme suitability** of destination xy for the **considered theme portfolio** (here the five pre-defined general themes)? – Reading example: “Enjoying culinary / gastronomic specialties”

- ▶ 42% of the represented population consider destination xy as suitable for “enjoying culinary / gastronomic specialties”.
- ▶ This corresponds to a total of 25.9 m people of the represented population in the age of 14-74 years (living in private households).

9.1 Reading examples – Supply: Supported theme suitability by subgroups

Supported theme suitability of the general themes

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable“ to “1 = not at all suitable“ (in % of respondents) **1**

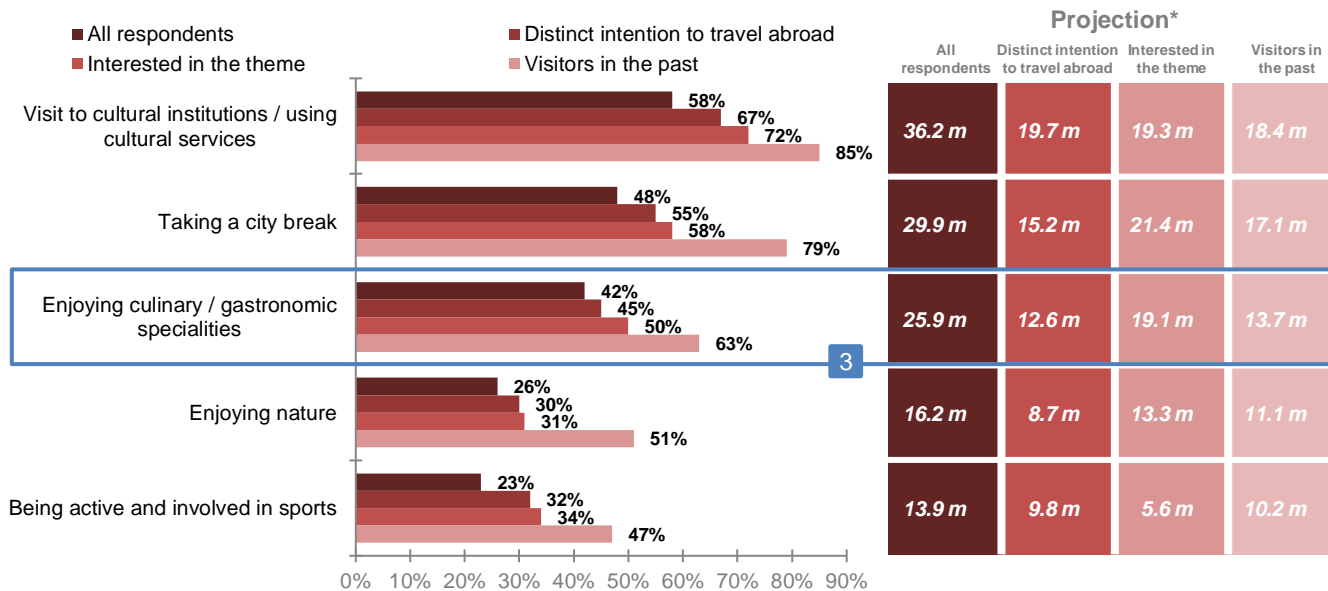
Destination XY

Source market: Source market XY

Base: All respondents

Number of respondents: 1,000 **2**

Number of resp. by subgroups: varying



* Projection of the absolute volume of the attributed suitability of each theme (number of people).

Central question: What is the **theme suitability** of destination xy for **the considered theme portfolio** (here the five pre-defined general themes) **among the different subgroups?** – Reading example: “Enjoying culinary / gastronomic specialities”

- ▶ 42% of the represented population consider destination xy as suitable for “enjoying culinary / gastronomic specialities” (see the dark red bar at the top).
- ▶ In comparison to the overall represented population, the subgroups “distinct intention to travel abroad” (45%) and “interested in the theme” (50%) attribute a higher theme suitability to destination xy (see the two red bars in the middle).
- ▶ Moreover, destination xy receives the highest theme suitability rating by the subgroup “visitors in the past” (63%, see the light red bar below).
- ▶ In addition, the table on the right hand side displays the projection of the absolute volume of the attributed theme suitability for each subgroup.

1
Values are expressed as **top-two-box values**, i.e., the percentage refers to all respondents that answered the question with “5 = very suitable” or the value “4”.

2
The **supported theme suitability** is calculated based on the subgroups “**distinct intention to travel abroad**” (respondents who definitely intend to spend a short trip and / or a longer holiday trip abroad within the next 3 years), “**interested in the theme**” (respondents who are generally interested (i.e., regardless of a specific tourist destination) in the respective holiday activity) as well as “**visitors in the past**” (respondents who have already holidayed in the tourist destination with at least one overnight stay).

9.1 Reading examples – Competition: Comparison with competitors

DESTINATION BRAND 21		Source market: XY		Category: All considered destinations					
Destination XY (N = 1,000)	Number of destinations in category	Base: All respondents				Base: Respondents with interest in the theme			
		own value		mean	rank	own value		mean	rank
		in %	projection*			in %	projection*		
Enjoying culinary / gastronomic specialities	6	42%	25.9 m	34%	16.	50%	19,1 m	42%	17.
Visit to cultural institutions / using cultural services	45	58%	36.2 m	30%	3.	72%	19,3 m	41%	3.
Enjoying nature		26%	16.2 m	40%	35.	31%	13,3 m	47%	36.
Being active and involved in sports		23%	13.9 m	32%	32.	34%	5,6 m	43%	30.
Taking a city break		48%	29.9 m	29%	5.	58%	21,4 m	35%	4.
Visit to events	11	47%	28.8 m	25%	3.	60%	11,8 m	34%	3.
Using luxury offers	7	21%	13.1 m	17%	4.	27%	3,7 m	32%	5.
Undertaking a sustainable holiday trip	13	19%	11.7 m	25%	8.	32%	6,9 m	39%	7.
Cycling (not mountain biking)	23	32%	19.5 m	34%	13.	42%	7,1 m	46%	15.
Shopping	10	51%	31.8 m	32%	2.	63%	15,4 m	41%	2.

* Projection of the absolute volume for supported theme competence (number of people).

► Note: Last survey taken into consideration October until December 2021

Central question: How can destination xy position itself per theme in the **competitive ranking** in the category “all considered destinations”? – Reading example: “Enjoying culinary / gastronomic specialities”

- 42% of the represented population consider destination xy as suitable for the holiday activity “Enjoying culinary / gastronomic specialities” (see column “own value in %”). Compared to the average of 34% (see column “mean”), destination xy positions itself above average and ranks 16th out of 45 (see column “rank”) in the category “all considered destinations” (see left part of the table, base “all respondents”).
- The right part of the table additionally displays the evaluation results based on the “respondents with interest in the theme”. Even though destination xy receives a higher suitability rating for the theme “Enjoying culinary / gastronomic specialities” by this subgroup of 50% (see column “own value in %”), the achieved rank (17th out of 45; see column “rank”) is a bit lower.

The results for the supported theme suitability can be compared based on **different categories of competitors**. In this example, the results refer to the category “all considered destinations”.

This overview is based on “all respondents” and “respondents with interest in the theme”.

In this example, a total of 45 tourist destinations were investigated. In the case of the specific themes, the **number of considered destinations varies**, which needs to be taken into account in the interpretation of the results.

The rankings are based on the **top-two-box values** of the considered tourist destinations in the respective category. Only the values of destination xy are displayed here (column own value).

The **average of the category** is calculated as the **arithmetic mean** of the top-two-box values of all destinations included in this category.

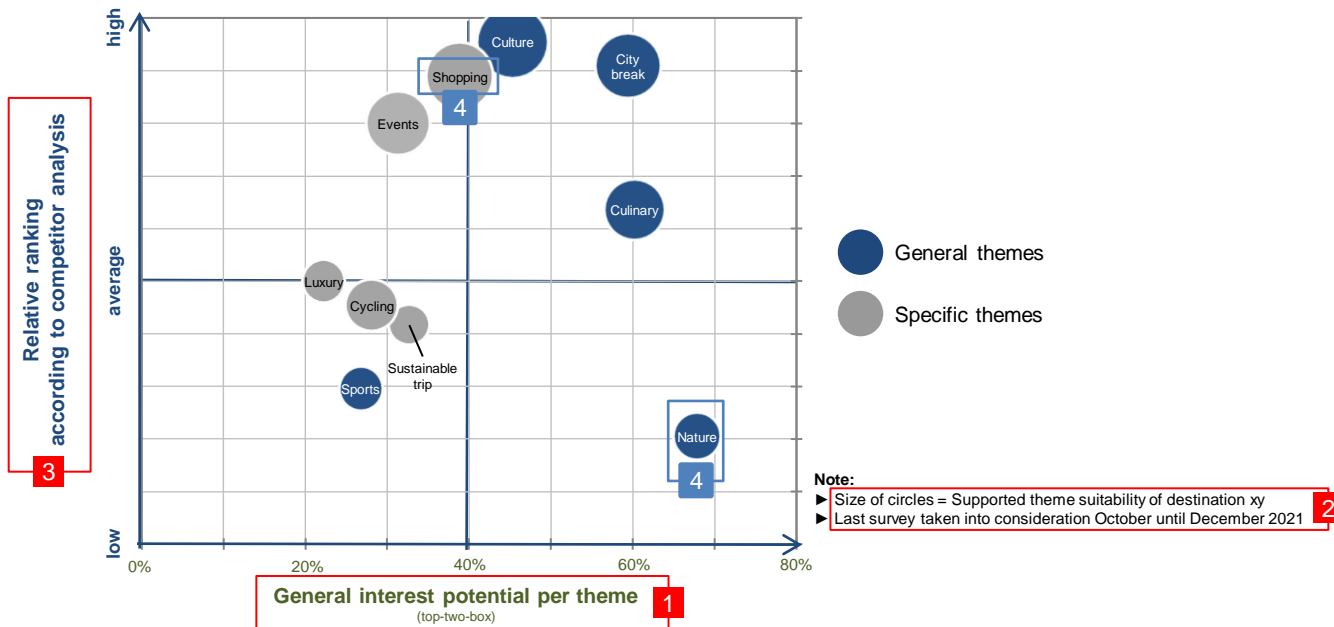
9.1 Reading examples – Summary: Quadrant analysis

Quadrant analysis Destination XY

> Category for relative ranking according to competitor analysis:
All considered destinations (up to 45 tourist destinations per theme)

Destination XY

Source market: Source market XY
Base: All respondents
Number of respondents: 1,000



1
“Demand”: The **general interest potential** per theme is expressed by the theme’s position on the X-axis (horizontal). The greater the interest in the respective holiday activity, the further to the right the theme is placed on the axis.

2
“Supply”: The attributed **theme suitability** of destination xy is represented by the respective size of the “theme circle”. The larger the “theme circle”, the higher the approval of suitability by the respondents for the theme.

3
“Competition”: The **relative competitive ranking** of destination xy in the category “all considered destinations per theme” is depicted by the position of the respective theme on the Y-axis (vertical). The better destination xy performs in the competitive comparison per theme, the higher up the theme is placed on the axis.

Central question: How can the **central results of the three-dimensional competitive analysis** be visually summarised?
– Reading example: “Nature” & “Shopping”

- ▶ The theme “Nature” has a very high general interest potential (see position far right on the X-axis). However, destination xy is attributed a relatively low theme suitability (see smaller “theme circle”), which means that destination xy positions itself below average in the competitor analysis (see position in the lower part of the Y-axis).
- ▶ On the other hand, the general interest potential of the represented population for the theme “Shopping” is much lower (see position in the middle of the X-axis). Though, destination xy is considered as very suitable for the theme (see bigger “theme circle”) and consequently achieves a high relative competitive ranking (see position in the upper part of the Y-axis).

9.1 Reading examples –

Supply: Supported theme suitability – Sociodemographic differentiation

Supported theme suitability of the general themes

> In your opinion, to what extent is the following international tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) **1**

■ Destination XY

Source market: Source market XY

Sociodemography: Age group **2**

Base: All respondents

Number of respondents: 1,000

General themes	total	Altersklasse 3						Significance* (Kruskal-Wallis-test) 4
		14-24 y.	25-34 y.	35-44 y.	45-54 y.	55-64 y.	65-74 y.	
Enjoying culinary / gastronomic specialties 5	42%	27%	32%	42%	55%	53%	43%	sig.
Visit to cultural institutions / using cultural services	58%	39%	45%	56%	72%	68%	65%	sig.
Enjoying nature	26%	23%	25%	27%	29%	28%	24%	n.s.
Being active and involved in sports	23%	34%	29%	25%	21%	19%	17%	sig.
Taking a city break	48%	42%	45%	48%	52%	49%	46%	n.s.

* Level of significance min. 0.05 (abbreviations: sig. = significant / n.s. = not significant, for further information see glossary). **4**

1
In each case, the **top-two-box values** are shown, i.e., the value refers to all respondents that answered the question with “5 = very suitable” or the value “4”.

2
In addition to the univariate evaluation results, several **bivariate analyses** are part of the report. Among others, the approval rates regarding the theme suitability are differentiated by eight **socio-demographic factors**, in this example “age group”.

3
In case of the criterion “age group” the approval rates can be differentiated by **six age cohorts**.

4
If the results of the bivariate analyses are **significant**, the observed differences between the different categories (here “age groups”) are **statistically secured** and can be applied to the overall population with a confidence probability of at least 95%. If the results are not significant, the confidence probability is below 95%.

Central question: What are the **differences between age groups** with regard to the theme suitability of destination xy?

– Reading example: “Enjoying culinary / gastronomic specialties”

5 ▶ The results by age group are among others significant in the case of the holiday activity “Enjoying culinary / gastronomic specialties” (see column “Significance”). Subsequently, the results can be applied to the general population.

▶ In the case of the theme “Culinary” the approval rates regarding the theme suitability by the “45-54 year-olds” (55%) and the “55-64 year-olds” (53%) are clearly above the average of all respondents (42%), while only 27% of the “14-24 year-olds” and 32% of the “25-34 year-olds” consider destination xy as suitable to enjoy culinary / gastronomic specialties.

9.1 Reading examples –

Supply: Supported theme suitability – Standard target group analysis

Supported theme suitability for the holiday activity:

“Enjoying culinary / gastronomic specialties”

> In your opinion, to what extent is the following *international* tourist destination suitable for the holiday activities below (regardless of your own interest in the holiday activities)?

> Top-two-box on a scale from “5 = very suitable” to “1 = not at all suitable” (in % of respondents) ¹

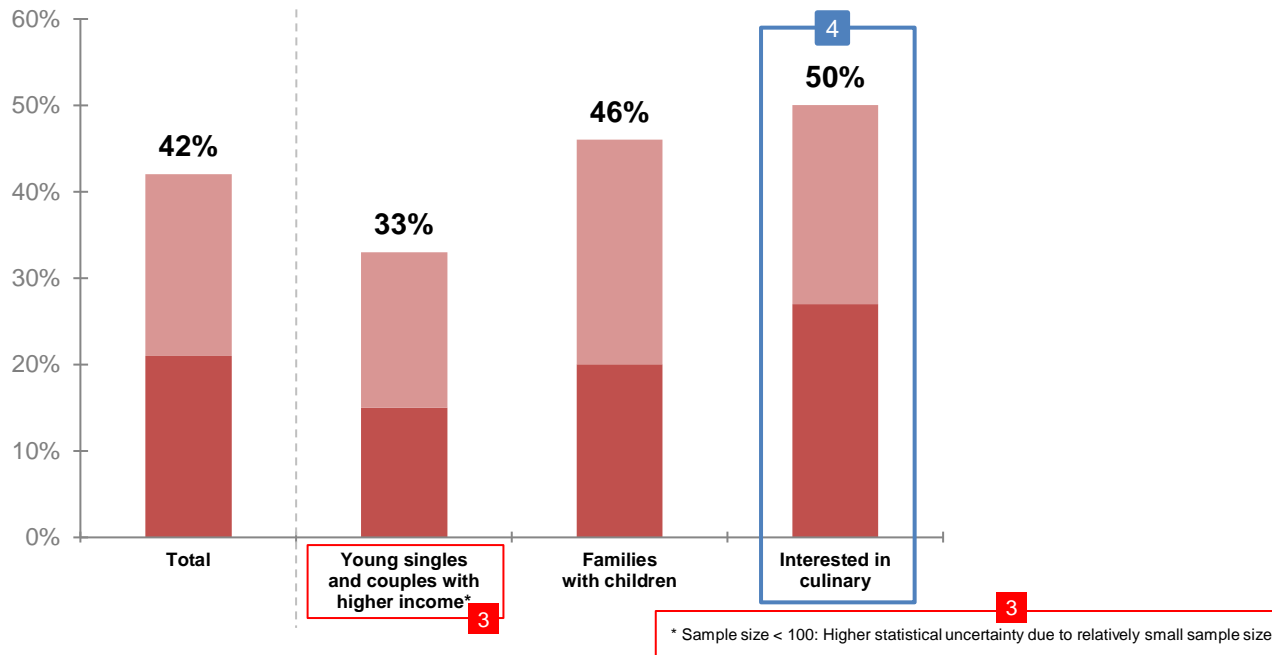
■ Destination XY

Source market: Source market XY

Segmentation: Target groups ²

Base: All respondents

Number of respondents: 1,000



¹ For each target group, the **top-two-box values** are shown, i.e., the values refer to all respondents that answered the question with “5 = very suitable” or the value “4”.

² In addition to the univariate evaluation results, several bivariate analyses are part of the report. Among others, the approval rates regarding the theme suitability can be differentiated by **individually selected target groups**. In the case of the standard target group analysis, the target groups can be defined based on sociodemographic criteria, the general interest in holiday activities as well as a combination of these aspects. Concerning the source market Germany, additional comprehensive options of the target group analysis comprise a differentiation by the “Sinus Milieus®” by the SINUS-institute as well as the “BeST types of holiday makers” by the FH Westküste.

³ In the case of the target group “Young singles and couples with higher income”, the number of cases is below 100, which means that a **higher level of statistical uncertainty** needs to be taken into consideration.

Central question: Among which **target group** does destination xy achieve the **highest approval** regarding the theme suitability for the holiday activity “Enjoying culinary / gastronomic specialties”?

- ▶ In this example, the three target groups “Young singles and couples with higher income”, “Families with children” and “Interested in culinary” are considered. ⁴
- ▶ Among the three target groups, the respondents being “Interested in culinary” (50%) awarded destination xy the highest theme suitability for the holiday activity “Enjoying culinary / gastronomic specialties”. Their approval rate is clearly above the average of all respondents (42%).

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9.4 List of literature regarding the general overview of the study series Destination Brand

IMPRINT

9.2 Glossary – Content of the theme competence study

Content of the theme competence study

General interest potential	The proportion of the represented population that is generally interested (i.e., regardless of a specific tourist destination) in the respective holiday activity (responses of the top-two-box on a rating scale for assessment of the general interest potential)
Supported theme suitability	The proportion of the represented population that considers the tourist destination to be suitable for the respective holiday activity – regardless of one’s own interest in the holiday activity concerned (responses of the top-two-box on a rating scale for assessment of the theme suitability)
Unsupported theme suitability (top of mind)	The proportion of the represented population that spontaneously considers the tourist destination to be particularly suitable for the respective type of holiday without being provided answer options

Sub-groups

Suitability assessor	Respondents who consider the tourist destination to be suitable for the respective holiday activity (top-two-box value) – regardless of their own interest in the holiday activity concerned
Distinct intention to travel abroad	Respondents who definitely (top value) intend to spend a short holiday trip (with 1 – 3 overnight stays) <u>and / or</u> a longer holiday trip (with 4 or more overnight stays) abroad within the next 3 years
Interested in the theme	Respondents who are generally interested (i.e., regardless of a specific tourist destination) in the respective holiday activity (top-two-box value)
Visitors in the past	Respondents who have already holidayed in the tourist destination (with at least one overnight stay)

9.2 Glossary – Methods

Methods

Representativeness	Is used to indicate that a sample reflects all (essential) characteristics of a population and thus mirrors the total population. In a stricter sense, a sample is representative if all the individuals in the population had the same possibility of becoming part of that sample.
Population	A population is a finite set of statistical units that are of interest for primary research. As it is often not possible to survey the total population, a sample is usually selected (partial survey) to determine the opinion of the population. In case of small populations, a complete survey among all individuals belonging to the population might be possible.
Sample	A sample is a selection of people or objects that provides representative information on behalf of a population. The responses given by the sample can be applied for the entire population.
Quota sample	The quota sample is a systematic selection procedure. In the case of quota samples, the selection of the representative sample to be surveyed is not left to chance, but the selection is made on the basis of so-called control variables. Control variables are usually demographic data such as gender, age, income, level of education, etc. The knowledge of the composition of a population with regard to these control variables is usually based on other statistical surveys, such as official statistics. The selection of statistical units that hold the defined control variables (i.e., survey respondents), is not random, but is determined by a responsible party.
Confidence level / probability	The confidence level indicates the probability that the value of a statistical parameter (for example, a mean) from a sample survey is appropriate for the population. Confidence levels must be set for a survey – they form the basis not only for the error tolerance but also for the necessary size of a sample. Surveys in the social sciences frequently use confidence levels of 90, 95 or 99 percent. If the confidence level is 95 percent, this means that a statistically determined value from the sample survey is 95 percent likely to be within the calculated confidence interval for the population as well.

9.2 Glossary – Methods

Methods

Level of significance

Used to test the significance of a null hypothesis. The level of significance represents the upper limit of the margin of error and is in the social sciences generally at 5%. The results of a hypothesis test indicate that there is a probability of 95% that a measured correlation from within the sample is also applicable to the overall population. The remaining 5% mean that there is still a probability that the results are generated by chance and a statistical correlation is mistakenly assumed.

Significant

A tested correlation between variables can be identified as significant, if the level of significance is within the defined level and does not exceed 95% probability. Thus, the assumed hypothesis and statistical correlation is applicable to the population. In short, a measured correlation between two variables did not randomly appear in the sample, but also applies to the population. To check this, a hypothesis test is carried out.

Hypothesis test / test of significance

Hypothesis tests (including statistical tests or tests of significance) are used to confirm or reject constructed hypotheses based on empirical observations. For example, it is assumed that the average age of the population is increasing over time. The hypothesis to be proven “the population is aging” is referred to as an alternative hypothesis, the previous opinion “the average age of the population is always the same” is referred to as the null hypothesis. The aim of the hypothesis test is to reject the null hypothesis and thus confirm the alternative hypothesis.

9.2 Glossary – *Measurement categories*

Measurement categories

Percentage of responses	This means that the number of responses is used to calculate the percentage value.
Percentage of cases	This means that the number of respondents is used to calculate the percentage value. For multiple response options, the percentage may be greater than 100 percent.
Top-two-box (value)	Sum of the two highest values of a rating scale, percentage
Change	Rate of change compared to a previous period, percentage points

Units, symbols

%, %-p.	Percentage, percentage points
mean	Average, (corresponds to arithmetic mean)

Supplementary note on the used images

For illustration purposes, images from “pixabay” (www.pixabay.com) were used in the context of the report.

9.2 Glossary – Description of holiday activities Destination Brand 21

Description of holiday activities per question (part 1 of 3)				
No.	Short version in report	General interest potential per holiday activity ➤ Original description according to questionnaire	Unsupported theme suitability (top of mind) ➤ Original description according to questionnaire	Supported theme suitability per destination ➤ Original description according to questionnaire
1	Culinary	Enjoying culinary / gastronomic specialities	Going on a culinary trip	Enjoying culinary / gastronomic specialities
2	Culture	Visiting cultural institutions / using cultural services	Going on a cultural holiday / a cultural trip	Visit to cultural institutions / using cultural services
3	Nature	Enjoying nature	Going on a nature holiday	Enjoying nature
4	Sports	Being active and involved in sports	Going on an active sports holiday	Being active and involved in sports
5	City break	Taking a city break	Going on a city break	Taking a city break
6	Barrier-free holiday trip	Undertaking a barrier-free holiday trip		Undertaking a barrier-free holiday trip
7	Bauhaus	Experiencing Bauhaus and architecture of Classical Modernism		Experiencing Bauhaus and architecture of Classical Modernism
8	Camping	Taking a camping holiday / caravanning holiday / motorhome holiday		Taking a camping holiday / caravanning holiday / motorhome holiday
9	Castles	Visiting castles, palaces and cathedrals		Visit to castles, palaces and cathedrals
10	Castles / gardens	Visiting castles, mansions, parks and gardens		Visit to castles, mansions, parks and gardens
11	Castles / mansions	Visiting castles and mansions		Visit to castles and mansions
12	Christmas markets	Visiting Christmas markets		Visit to Christmas markets
13	City break with active recreation	Taking a city break with active recreation (e.g., on / in the water, cycling, hiking)		Taking a city break with active recreation (e.g., on / in the water, cycling, hiking)
14	(Small) city flair	Enjoying the (small) city flair / atmosphere		Enjoying the (small) city flair / atmosphere
15	Countryside	Spending holidays in the countryside (e.g., on the farm or vineyard)		Spending holidays in the countryside (e.g., on the farm or vineyard)
16	Culture- / music festivals	Attending culture- / music festivals		Attending culture- / music festivals
17	Cycling	Cycling (not mountain biking)		Cycling (not mountain biking)
18	Events	Attending events		Attending events
19	Families	Using family offers		Using family offers
20	Film locations	Visiting film locations		Visit to film locations
21	Footsteps of Martin Luther	Tracing the footsteps of Martin Luther		Tracing the footsteps of Martin Luther
22	Gardens / parks	Visiting gardens / parks		Visit to gardens / parks
23	Golf	Playing golf (not minigolf)		Playing golf (not minigolf)

Source: inspektour (international) GmbH, 2021

9.2 Glossary – Description of holiday activities Destination Brand 21

Description of holiday activities per question (part 2 of 3)				
No.	Short version in report	General interest potential per holiday activity ➤ Original description according to questionnaire	Unsupported theme suitability (top of mind) ➤ Original description according to questionnaire	Supported theme suitability per destination ➤ Original description according to questionnaire
24	Health	Using health services (self-paying, not a prescribed visit to a health spa)		Using health services (self-paying, not a prescribed visit to a health spa)
25	Hiking	Hiking		Hiking
26	Industrial heritage	Visiting industrial heritage sites (e.g., factories, (coal) mines, museums of industrial heritage)		Visit to industrial heritage sites (e.g., factories, (coal) mines, museums of industrial heritage)
27	Lively places	Experiencing lively places (e.g., trendy shopping districts, festivals, alternative cultural circles, night life)		Experiencing lively places (e.g., trendy shopping districts, festivals, alternative cultural circles, night life)
28	Luxurious shopping	Luxurious shopping		Luxurious shopping
29	Luxury offers	Using luxury offers		Using luxury offers
30	Mountain biking	Mountain biking		Mountain biking
31	Museums	Visiting museums / exhibitions / art museums		Visit to museums / exhibitions / art museums
32	Relaxation	Relaxing and resting		Relaxing and resting
33	Riding	Horseback riding		Horseback riding
34	Sailing	Sailing		Sailing
35	Shopping	Shopping		Shopping
36	Study / educational offers	Using study / educational offers		Using study / educational offers
37	Sustainable trip	Undertaking a sustainable holiday trip (nature preserving / environmentally friendly, economically and socially fair)		Undertaking a sustainable holiday trip (nature preserving / environmentally friendly, economically and socially fair)
38	Swimming / beach	Swimming and being at the beach		Swimming and being at the beach
39	Traditional folk events	Attending traditional folk events (e.g., marksmen's festivals, carnivals, fairs)		Attending traditional folk events (e.g., marksmen's festivals, carnivals, fairs)
40	UNESCO world heritage sites	Visiting UNESCO world heritage sites		Visit to UNESCO world heritage sites
41	Volunteer / voluntary work	Performing volunteer / voluntary work (supporting a social or environmental project)		Performing volunteer / voluntary work (supporting a social or environmental project)
42	Water sports	Practising water sports (not sailing)		Practising water sports (not sailing)
43	Water-based holiday activities	Enjoying water-based holiday activities		Enjoying water-based holiday activities
44	Wellness	Using wellness services		Using wellness services
45	Wine tour	Taking a wine tour (e.g., wine tasting, visiting wine festivals, vineyard walks, participating in the grape harvest)		Taking a wine tour (e.g., wine tasting, visiting wine festivals, vineyard walks, participating in the grape harvest)
46	Winter sports	Practising winter sports (e.g., cross-country skiing, downhill)		Practising winter sports (e.g., cross-country skiing, downhill)

Source: inspektour (international) GmbH, 2021

9.2 Glossary – Description of holiday activities Destination Brand 21

Description of holiday activities per question (part 3 of 3)				
No.	Short version in report	General interest potential per holiday activity ➤ Original description according to questionnaire	Unsupported theme suitability (top of mind) ➤ Original description according to questionnaire	Supported theme suitability per destination ➤ Original description according to questionnaire
47	Beach lounges / beach bars	Visiting beach lounges / beach bars (having small snacks and drinks, relaxing, chilling directly by the sea)		Visit to beach lounges / beach bars (having small snacks and drinks, relaxing, chilling directly by the sea)
48	Classical seaside resort architecture	Experiencing classical seaside resort architecture		Experiencing classical seaside resort architecture
49	Contemporary / Modern Culture	Experiencing Contemporary / Modern Culture		Experiencing Contemporary / Modern Culture
50	Contemporary history of the 20th century	Visiting places of contemporary history of the 20th century		Visit to places of contemporary history of the 20th century
51	Cosy winter holiday trip	Taking a cosy winter holiday trip (even without snow, e.g., slow down, time out, walks, some wellness)		Taking a cosy winter holiday trip (even without snow, e.g., slow down, time out, walks, some wellness)
52	Dark sky places	Visiting dark sky places (i.e., protected landscape areas with particularly clear views of the sky at night)		Visit to dark sky places (i.e., protected landscape areas with particularly clear views of the sky at night)
53	Fairy tales / legends	Experiencing fairy tales and legends		Experiencing fairy tales and legends
54	Holiday trip by bus	Taking a holiday trip by bus		Taking a holiday trip by bus
55	Inline skating / skating	Inline skating / skating		Inline skating / skating
56	Japanese culture / gastronomy	Experiencing Japanese culture / gastronomy		Experiencing Japanese culture / gastronomy
57	Tradition and craft	Experiencing tradition and craft		Experiencing tradition and craft
58	Way of St. James	Walking the Way of St. James		Walking the Way of St. James
59	Regional products / specialties	Discovering regional products / enjoying regional specialties		Discovering regional products / enjoying regional specialties
60	Business trip and holiday	Combining a business trip with a holiday		Combining a business trip with a holiday

Note 1: Holiday themes no. 47 to 58 were surveyed exclusively in the source market Germany.

Note 2: Holiday theme no. 59 was surveyed in the source markets Germany and Spain.

Note 3: Holiday theme no. 60 was surveyed exclusively in the source market China.

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9.3 Margin of error

Confidence probability **95%**

Share in %:	Sample size n=												Sample size	Confidence interval limits	
	100	200	300	500	1,000	1,500	2,000	3,000	5,000	8,000	9,000	10,000		1,000	lower
	Variances														
5	4.27	3.02	2.47	1.91	1.35	1.10	0.96	0.78	0.60	0.48	0.45	0.43	1.35	3.65	6.35
10	5.88	4.16	3.39	2.63	1.86	1.52	1.31	1.07	0.83	0.66	0.62	0.59	1.86	8.14	11.86
15	7.00	4.95	4.04	3.13	2.21	1.81	1.56	1.28	0.99	0.78	0.74	0.70	2.21	12.79	17.21
20	7.84	5.54	4.53	3.51	2.48	2.02	1.75	1.43	1.11	0.88	0.83	0.78	2.48	17.52	22.48
25	8.49	6.00	4.90	3.80	2.68	2.19	1.90	1.55	1.20	0.95	0.89	0.85	2.68	22.32	27.68
30	8.98	6.35	5.19	4.02	2.84	2.32	2.01	1.64	1.27	1.00	0.95	0.90	2.84	27.16	32.84
35	9.35	6.61	5.40	4.18	2.96	2.41	2.09	1.71	1.32	1.05	0.99	0.93	2.96	32.04	37.96
40	9.60	6.79	5.54	4.29	3.04	2.48	2.15	1.75	1.36	1.07	1.01	0.96	3.04	36.96	43.04
45	9.75	6.89	5.63	4.36	3.08	2.52	2.18	1.78	1.38	1.09	1.03	0.98	3.08	41.92	48.08
50	9.80	6.93	5.66	4.38	3.10	2.53	2.19	1.79	1.39	1.10	1.03	0.98	3.10	46.90	53.10
55	9.75	6.89	5.63	4.36	3.08	2.52	2.18	1.78	1.38	1.09	1.03	0.98	3.08	51.92	58.08
60	9.60	6.79	5.54	4.29	3.04	2.48	2.15	1.75	1.36	1.07	1.01	0.96	3.04	56.96	63.04
65	9.35	6.61	5.40	4.18	2.96	2.41	2.09	1.71	1.32	1.05	0.99	0.93	2.96	62.04	67.96
70	8.98	6.35	5.19	4.02	2.84	2.32	2.01	1.64	1.27	1.00	0.95	0.90	2.84	67.16	72.84
75	8.49	6.00	4.90	3.80	2.68	2.19	1.90	1.55	1.20	0.95	0.89	0.85	2.68	72.32	77.68
80	7.84	5.54	4.53	3.51	2.48	2.02	1.75	1.43	1.11	0.88	0.83	0.78	2.48	77.52	82.48
85	7.00	4.95	4.04	3.13	2.21	1.81	1.56	1.28	0.99	0.78	0.74	0.70	2.21	82.79	87.21
90	5.88	4.16	3.39	2.63	1.86	1.52	1.31	1.07	0.83	0.66	0.62	0.59	1.86	88.14	91.86
95	4.27	3.02	2.47	1.91	1.35	1.10	0.96	0.78	0.60	0.48	0.45	0.43	1.35	93.65	96.35
Share in %:															
20	7.84	5.54	4.53	3.51	2.48	2.02	1.75	1.43	1.11	0.88	0.83	0.78	2.48	17.52	22.48
lower CI	1.16	14.46	15.47	16.49	17.52	17.98	18.25	18.57	18.89	19.12	19.17	19.22	17.52		
higher CI	27.84	25.54	24.53	23.51	22.48	22.02	21.75	21.43	21.11	20.88	20.83	20.78	22.48		

Source: GfK, 2013

9.3 Margin of error

Explanation

Using the table on the previous chart, it is possible to calculate a (two-sided) confidence interval based on a proportion of a given characteristic obtained from a sample, in which the true value of the unit in the population as a whole is located.

Example: 1,000 people are randomly selected from the registration index of a city. Based on the birthplace of these individuals, it can be stated that 20% were born in another location. Based on this sample, the proportion of the city's population that was born in another place can be estimated. The estimation should be made with the utmost certainty. A margin of error of 5% is agreed upon in this estimation.

The table is divided into a standard gray-and-white area and an orange-and-white case-specific area. In the grey-and-white area, the confidence intervals for variances are calculated for 19 unit values (5%, ..., 95%) and 12 possible sample sizes (n = 100, ..., n = 10,000). These variances are deducted from the estimated value or calculated accordingly to obtain the desired confidence interval.

For the example given above, the table shows a variance of 2.48 with a confidence level of 95%. This means that the true proportion of people born elsewhere, with a probability of 95%, is between $20\% - 2.48\% = 17.52\%$ and $20\% + 2.48\% = 22.48\%$.

In the orange-and-white area, the sample size is also highlighted in terms of the analysis of the supported theme suitability of the tourist destination "Die nordspanische Region Navarra" on the source market Germany of 1,000. The table below specifies the fluctuation intervals for the 19 predefined values that result from the defined confidence level of 95%. In addition, the limits of the confidence interval for the respective unit value are also calculated here.

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9.4 List of literature regarding the general overview of the study series Destination Brand

The given overview in chapter 1 represents an excerpt of the following article (slightly modified):

Eisenstein, B., Koch, A., Trimborn, P. and Müller, S. (2017): Die DestinationBrand-Studienreihe – Basisinformationen zur Markenführung von Destinationen.- In: Eisenstein, B. (ed.) (2017): Marktforschung für Destinationen. Grundlagen – Instrumente – Praxisbeispiele.- Berlin, pp. 267-283.

Notes

- ¹ See Meffert, Burmann and Kirchgeorg (2015), p. 329; Esch (2014), p. 79; Meffert and Burmann (2013), p. 31; Burmann, Halaszovich and Hemmann (2012), pp. 27.
- ² Brand image is defined here as “ein in der Psyche relevanter externer Zielgruppen fest verankertes, verdichtetes, wertendes Vorstellungsbild” (Burmann, Halaszovich and Hemmann (2012), p. 364).
- ³ The term brand is understood here as “ein Nutzenbündel mit spezifischen Merkmalen [...], die dafür sorgen, dass sich dieses Nutzenbündel gegenüber anderen Nutzenbündeln, welche dieselben Basisbedürfnisse erfüllen, aus Sicht relevanter Zielgruppen nachhaltig differenziert.” (Burmann, Blinda and Nitschke (2003), p. 3 based on Keller (2003), p. 2.)
- ⁴ See Burmann, Meffert and Feddersen (2007), p. 11.
- ⁵ See Burmann, Schade and Müller (2014), p. 282.
- ⁶ See Esch and Möll (2009), p. 30.

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9.4 List of literature regarding the general overview of the study series Destination Brand

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Meffert, H. and Burmann, C. (2013): Wandel in der Markenführung – vom instrumentellen zum identitätsorientierten Markenverständnis. In: Meffert, H., Burmann, C. and Koers, M. (eds.) (2013): Markenmanagement. Identitätsorientierte Markenführung und praktische Umsetzung. Mit Best Practice-Fallstudien.- 2nd, completely revised and extended edition, Wiesbaden, pp. 19-36.

Meffert, H., Burmann, C. and Kirchgeorg, M. (2015): Marketing. Grundlagen marktorientierter Unternehmensführung. Konzepte – Instrumente – Praxisbeispiele. 12th, revised and updated edition, Wiesbaden.

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